

# Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

## '% Phobia' Hit at 2nd Syracuse Ad Week Meeting

Fluctuating Ad Budgets Criticized; 200 Attend Ad, Sales Clubs Session

SYRACUSE, N. Y.—Top management of American industry still suffers from "percentage phobia" in its advertising practices, a phobia that threatens to put a strong brake on economic expansion, Dean G. Rowland Collins of the School of Business, New York University, declared here last week.

Addressing a gathering of area advertising notables during this city's second annual advertising week, Dean Collins urged advertisers to lay aside funded reserves for product development and promotion in times when business is sagging.

"It is quite apparent," he said, "that during the past year advertising expenditures have been curtailed by many companies in a direct relationship to declining sales volumes."

"Clearly, if we want to work in the direction of instability, no better way exists than by concurrently pumping up and concurrently puncturing the advertising budget, as sales volumes zoom up or as they take a nosedive."

Advertising expenditures, said Dean Collins, should mitigate rather than accentuate changes in the business cycle. The practice of expanding ad funds only in good times, he added, "actually compounds" the movements of the business cycle.

Speaking similarly, Donald M. Hobart, director of research for Curtis Publishing Co., warned that old markets must be expanded and new ones developed by steadily increasing promotion, if large-scale unemployment and lowered living standards are to be avoided.

The Collins and Hobart speeches were prepared for delivery as part of a three-day (May 4-6), triply-sponsored tribute to advertising. In conjunction with advertising week, sponsored by the Syracuse Advertising and Sales Club and the Syracuse University School of Journalism, the events included the 48th annual conference of Sales and Advertising Clubs, and the eastern regional convention of Alpha Delta Sigma.

More than 200 delegates from the U. S. and Canada attended the convention of the international affiliation, which includes 14 ad clubs in the Great Lakes area. A special feature of the week's last day, named International Day, was a panel discussion of "how to make advertising work at the consumer level." Scheduled to participate, under the chairmanship of Don Henshaw of MacLaren Advertising Co., Toronto, were George Phillips, advertising manager of Cluett, Peabody Co.; William J. Mc-

(Continued on Page 4)

## IF YOU CAN'T GO TO KENTUCKY FOR THE DERBY...



You Can Still Enjoy Kentucky's Favorite Straight Bourbon!

ALTERNATIVE—Brown & Forman's subsidiary, Early Times Distillery Co., used 600 and 900-line ads like this in 35 cities Friday to suggest Early Times for unfortunates unable to attend the Kentucky Derby. Ruthrauff & Ryan is the agency.

## NBC and Hofstra Study Shows TV's Sales Effectiveness

NEW YORK—National Broadcasting Co. and Hofstra College last week released results of a study on TV's effectiveness in terms of "extra customers and extra sales."

The study, based on 1,619 interviews here in May, 1949, covered 15 TV-advertised and 13 non-TV competing brands. Results:

Difference in buying among non-owners in eight categories ranged from a 60.2% gain for gasoline to a 16.8% gain for cheese, for an average gain of 30.1%. "or 77 new customers per thousand sets."

All 13 brands not on TV lost in sales among TV set owners, the loss averaging 19.1%.

The per cent buying (in the month before the interview) among TV owners was 33.3, compared with 23.5 among the "unexposed" non-owners, which NBC says represents 98 new customers per 1,000 TV homes.

"TV brought in 60 bonus customers (per 1,000 TV homes) among non-owning guest viewers," NBC reported.

Applying the cost of television against its returns as revealed in the study, NBC found that "television advertisers average \$19.27 in extra sales for every \$1 invested."

## Market and Media data for the asking. See 'Info. for Advertisers,' Page 58. Other features:

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## ABP Reelects All Officers At Annual Meeting

CHICAGO—The 25th annual conference of the Associated Business Publications, the first held since the exodus of a considerable number of members as the result of the paid-versus-free circulation controversy a year ago, was held at the Drake Hotel last week, with every indication that the 34-year-old organization has closed its ranks and is making rapid progress in the direction of expanded membership and service. Attendance was over 300.

Addresses by James G. Lyne, Simmons-Boardman Publishing Co., chairman, and William K. Beard Jr., president, were conciliatory as far as former members were concerned, since emphasis was laid on the fact that the ABP is not militantly fighting on the circulation front and is not merely a "one-purpose" association. A number of new members were welcomed, the total now standing at 110, and other publishers were present as guests.

The complete slate of officers and directors was reelected. Andrew J. Haire, president of Haire Publishing Co., and immediate past president, explained in offering the nominations that due to unusual conditions during the past year it was felt desirable to continue the administration as is during the next twelve months.

Officers in addition to Mr. Lyne and Mr. Beard are Arnold Friedman, Chain Store Age, 1st vice-president; Paul E. Clissold, Bakers' Helper, 2nd vice-president; N.

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## Lever Bros. Chooses 3 Top Merchandisers

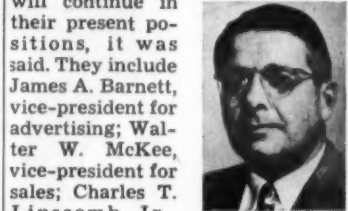
Ubiquitous John Hancock and Lunding Join Board; Babb Joins in 60 Days

NEW YORK—The day of boy wonders is over at Lever Bros. Co. Last week it announced the election of a triumvirate of officers all of whom have had long—and successful—experience in business management and merchandising.

The three are: Chairman of the board, John M. Hancock, partner of Lehman Bros.; president, Jervis J. Babb, executive vice-president of S. C. Johnson & Son; chairman of the executive committee of the board, Franklin J. Lunding, president of Jewel Tea Co.

Other members of the new board are William H. Burkhart, Lever's vice-president for production and traffic; J. Laurence Heyworth, also a director of Unilever Ltd., the foreign parent company; Charles A. Massey, president of Lever Bros. Ltd., Canada; Robert B. Smallwood, president of Thomas J. Lipton Inc., of which Lever is controlling stockholder, and Louis F. Watermulder, administrative vice-president of the company.

Other vice-presidents of the company, as well as presidents and vice-presidents of various subsidiary companies, will continue in their present positions, it was said. They include James A. Barnett, vice-president for advertising; Walter W. McKee, vice-president for sales; Charles T. Lipscomb Jr., president, and John Sandberg, vice-president for advertising of the Pepsodent Division; Warren N. Burding, president, and Robert Spears, vice-president and general manager, of the Jelke Division;



Jervis J. Babb

and Ralph P. Lewis, president of Harriet Hubbard Ayer Inc.



Franklin Lunding John M. Hancock

and election of Mr. Hancock to the board chairmanship, a newly created position, indicates a Lever determination to build a solid but non-spectacular merchandising organization. Whether this means merely a smoothing of the rough edges or a thoroughgoing revision of company policy remains to be seen. It may well be the latter, since Mr. Hancock has a reputation in business circles for his ability to put sagging companies on solid

(Continued on Page 69)



LAWSUIT—Miller Brewing Co. claims that the Blatz bottle at right unfairly imitates Miller's bottle and label. Blatz' "regular" bottle is at left.

## Miller Sues Blatz over Bottle Design

MILWAUKEE—Miller Brewing Co. here has filed suit in the circuit court against the Blatz Brewing Co., charging the latter with unfairly imitating the shape and design of the Miller premium beer bottle and with infringing upon the Miller trademarks.

Miller asked that Blatz be restrained from engaging in unfair competition and that damages be determined by the court. Miller claims that it has been damaged "in a sum in excess of \$25,000."

Co-defendant with Blatz is Carl C. Johnson, Milwaukee designer and artist, said to have designed the Blatz bottle and label. Miller claims it has been using its container and labels since 1903. Edward T. Donahue, secretary of Blatz, has denied the charge of imitation.

## Last Minute News Flashes

### Start Snow Crop Frozen Coffee Distribution

NEW YORK—National distribution of frozen coffee concentrate, retailing at 59¢ in 5½-oz. jars, was started last week by the Snow Crop Marketers division of Clinton Foods Inc., in 38 markets east of Chicago. Martin Mathews, vice-president of Snow Crop, told AA distribution west of Chicago will be started in two weeks and in the Southwest within six weeks. Current advertising is limited to TV programs in 17 market areas, but newspaper advertising is planned to break at the end of the month, Mathews said. Maxon Inc. is the agency.

### Stege Joins Leo Burnett as Account Exec

CHICAGO—George R. Stege Jr., until recently with Pepsodent Division of Lever Bros. Co. for six years, first as director of advertising and later as director of sales, has joined Leo Burnett Co. as an account executive.

### O'Neill Slated for Key Browne Vintners Post

NEW YORK—Arthur J. O'Neill, formerly assistant sales manager of Seagram Distillers, reportedly will be named vice-president of Browne Vintners, Seagram subsidiary, this week. He will have charge of sales, advertising and manpower for the subsidiary, and will supervise the introduction of Christopher Columbus rum, a new product for which agencies were being interviewed last week.

(Additional News Flashes on Page 73)

### Among the Stories in This Issue:

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# TV Viewing Hurts Grades of Sophs and Juniors, But Helps Seniors

CHICAGO—Does television viewing help or hurt students' grades? Studies from various parts of the country have indicated conflicting findings on this score. But a recent Chicago study may contain the real clue to the conflict:

Whether TV in the home affects students' grades for better or for worse depends, to a large extent, on what grade the student is in, and what subjects he is studying.

Philip Lewis, assistant principal at South Shore High School in Chicago and television editor of *The Educational Screen*, has just concluded a study which tends to reconcile, to some degree at least, the conflicting results which have been reported in this area of research.

Mr. Lewis studied 500 members of the student body whose homes

are equipped with television sets. He started by recording their scholastic records for the previous two years, with the exception of sophomores, for whom year and a half records were tabulated. Freshmen were completely eliminated because there was no way to secure scholastic high school background for them.

"The findings," Mr. Lewis told *ADVERTISING AGE*, "may help to shed some light on the conflicting results which have been reported heretofore.

"In the first place, although we did not attempt to evaluate television's effects on freshman grades, we did discover that freshmen came from homes having 36.5% of the receivers, sophomores accounted for 23.5%, juniors 20% and

seniors 19%. On the surface, this indicates that younger children are more persuasive in promoting the purchase of a video receiver.

"We found that 1% of the TV homes represented by South Shore High School students had TV sets installed in 1946, 3% in 1947, 17% in 1948, 49% in 1949, and 17% in the first quarter of 1950. This means that 83% of our sample had their sets for more than three months, and permits considerable discounting of the 'novelty' influence.

"A substantial variation in viewing time among the group was shown during the last year and a half—that is, a year and a half ago viewing averaged 23½ hours per week; six months ago viewing averaged 25¼ hours per week; and at present viewing averages 19 hours per week.

"To me this indicates that parental control is making itself felt, the novelty is wearing off and both children and parents are becoming more conscious of the time



**"Nothing personal, Jones! We just need more space to handle response from The Des Moines Sunday Register!"**

You may be pinched for room—but not for results when you sell the Iowa market. And the effective way to reach it is through *The Des Moines Sunday Register*.

This one great paper takes you right into 500,000 plus homes—all over the state! That's 7 out of 10 of all Iowa families. (2½ million people)—the best part of both parts of this 5 billion dollar market: a farm market that's the richest . . . an urban market that exceeds such cities as St. Louis, Cleveland, San Francisco or Boston.

Coverage in 82 of all 99 Iowa counties is 50% to 100%—and it's not less than 25% anywhere else! That is domination! Such big advertising opportunity is yours for the little milline rate of only \$1.63!



**PACKAGES A STATEWIDE URBAN MARKET RANKING AMONG AMERICA'S TOP 20 CITIES**

## THE DES MOINES REGISTER AND TRIBUNE

ABC Circulation September 30, 1949:  
Daily, 363,066—Sunday, 520,338

Test the tie before you buy

...this way



Ask your haberdasher to show you this gliding action in the necktie you buy. The fabric can glide up and down on the fastening thread inside the folds only if the tie is slip stitched. This is the way a better knot...springs back into shape every time you untie it...and size right longer. Be tie-wise—insist on Slip Stitched ties.

SLIP STITCHED—American Machine & Foundry Co. has launched a campaign in New York newspapers and apparel trade publications boosting the virtues of slip stitched ties, which are sewed on the company's AMF slip stitching machine. Fred Wittner Advertising, New York, handles the account.

consuming factors involved. The rise indicated for six months ago is, we believe, attributable to the opening of the coaxial cable to Chicago and the establishment of additional stations with increasingly better fare.

"As far as grades are concerned, here's what we found:

"Grades of sophomores and juniors dropped; grades of seniors improved, like this:

2B's	.....	-8.5%
2A's	.....	-8.5
3B's	.....	-10.0
3A's	.....	-28.5
4B's	.....	+7.0
4A's	.....	+18.0

"If these results were lumped, they would show an average decrease of approximately 5%. Perhaps the addition of the freshmen would raise this percentage—that is, increase the amount by which grades dropped."

Although these figures indicate that a paradox exists in a single school, Mr. Lewis believes he has at least a partial solution.

"Closer investigation revealed that viewing television helps students with certain subjects," he said. "The most prominent of these are history (especially U. S. history), civics, current events, English literature, drama, music, art, some branches of science, physics and chemistry.

"On the other hand, subjects requiring much application and memorizing or reasoning are hindered. At present (subject, of course, to change as the programs change or offerings are expanded) these subjects include grammar, mathematics, foreign languages and shorthand.

"Since many of the subjects that are 'helped' by TV occur in the

senior year, it would be likely that scholastic achievement would rise in that year, with a corresponding fall in other years.

"This makes it imperative that surveys in this field be specific and deal with compatible items that reveal results in their entirety. Certainly this survey of ours is not conclusive in itself, but it should open the door for additional avenues of inquiry.

"Parents may be especially interested to learn that students viewing TV in excess of 15 hours per week show an appreciable decrease in their scholastic standing if they are 'G' students or lower. 'E' and 'S' students can view 15 hours or more per week without harmful results. (In Chicago schools, 'G' is 'good' or average; 'E' is excellent; 'S' is superior.)

"Little difference in number of hours spent in viewing showed up between semesters in school, but boys tend to watch television almost 10% more than girls and a slightly greater percentage of sets are installed in homes having girls. The implication here is not too clear, but it may be that TV sets are becoming social requirements, and that since girls have more social obligations to perform, less time is available for viewing."

### Olson Named President

Richard H. Olson, formerly vice-president in charge of sales, has been elected president of Electric Machinery Mfg. Co., Minneapolis, succeeding Walther H. Feldmann, who has resigned to become vice-president in charge of sales of the Worthington Pump & Machinery Co., Harrison, N. J. Electric Machinery Mfg. Co. is a wholly owned subsidiary of Worthington.

### Picks Creative Awards Winners

The National Advertising Agency Network, St. Louis, selected winners for its annual creative awards competition May 2 in New York for achievements in 15 fields of advertising. Winners will be announced at the 19th annual conference of the network in Montebello, Que., June 1-4.

### S&S Appoints McBride

Walter J. McBride has been appointed advertising manager of Street & Smith's *Astounding Science Fiction*, which heretofore has been handled by ad executives of the company's other magazines. McBride continues as advertising manager of *Air Trails* and *All Star Sports*.

## Good way to thaw a frozen market



SHOWMANSHIP. Since it combines size, color and drama, Outdoor Advertising carries a good deal of entertainment right along with the sales message. Here Super-Pyro gets high readership and remembrance! If you want your advertising to make a powerful, lasting impression, use GOA . . .

the showmanship medium. General Outdoor Advertising Co., 515 South Loomis Street, Chicago 7, Illinois.

★ Covers 1400 leading cities and towns



# Ever See An X-Ray Picture Of An Industrial Market?

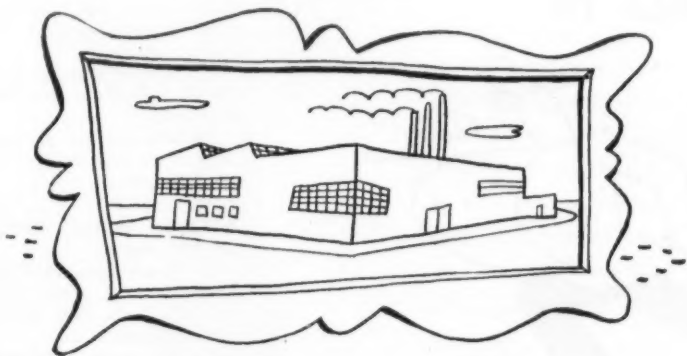
... with every plant in it taken apart and examined thoroughly to see whether it's a healthy prospect?

Can you picture how helpful that information would be in your sales and advertising planning?



The machine that is doing that job is the PENTON CENSUS OF METALWORKING. It develops a detailed picture of every one of 45,000 metalworking and metalproducing plants bringing out these essential facts:

- Name**
- Location**
- Products made**
- Operations performed**
- Number employed**
- Annual sales volume**
- Design data**
- Foundry data**



45,000 pictures like that represent a mighty big operation which started in 1939 and has been continuing ever since.



This first real census of metalworking ever developed outside the U.S. Bureau of the Census has cost to date over half a million dollars. Penton employs one of the organizations best qualified to gather and verify data on American business—Dun & Bradstreet, Inc. Information is gathered through their complete facilities in New York and their vast crew of accredited reporters in 165 offices throughout the country. Every year thousands of mail questionnaires and field interviews are used to maintain a complete, up-to-date story on every plant in the market.



*Why is all this work done?*

This exhaustive census operation is carried on because complete knowledge of the plants which make up the market is the only way that Penton publications can

- ... be sure to cover all worthwhile plants adequately*
- ... screen "low potential" plants*
- ... keep up-to-date on an ever-changing market*
- ... give every advertiser more than his money's worth in worthwhile prospects*

An important by-product of the Penton Census is a wealth of market information for any company selling to metalworking plants. You may find that we have just the information you need to help you evaluate market coverage or potentials. Send us your questions and we will give them prompt attention.

**THE PENTON PUBLISHING COMPANY**  
PENTON BUILDING • CLEVELAND 13, OHIO



# '% Phobia' Hit at 2nd Syracuse Ad Week Meeting

(Continued from Page 1)  
Laughlin, sales promotion manager of McCurdy's, Rochester, N. Y.; Donald Bernard, advertising director, *Washington Post*; and Edward Shurick, market research director, Columbia Broadcasting System.

In addition to the international delegation, some 300 persons,



chiefly from northeastern U. S. and Canada, attended. A medal award for distinguished service to advertising was presented by Dean Lyle M. Spencer of the School of Journalism to Metropolitan Life Insurance Co., the citation calling it a pioneer in use of advertising as a public service and long a contributor through advertising to the betterment of the nation's health and to preservation of American democracy. A medal award also went to *Printers' Ink*, for its aid to advertisers and to "millions in attaining a better understanding of advertising and in making it a dynamic force in contemporary society."

Awards were to be given also for the best examples of advertising in some 20 classifications, produced by local agencies, retailers and wholesale organizations. Chairman of the awards committee was Richard Coe of the Coe Agency. More than 500 entries were submitted.

General chairman of the adver-

tising week celebration was Prof. Royal H. Ray, acting chairman of the all-university department of advertising, Syracuse University.

## Emerson Reduces Prices of TV Sets; Boosts Output

Emerson Radio & Phonograph Corp. last week began making a big play for the low-price TV market with the introduction of a new 12½" table model at \$159.50 and a 16" console at \$259.95. The company will concentrate on the production of these two models—the lowest-priced for comparable receivers by a major manufacturer, Benjamin Abrams, president of Emerson, said in New York. Production of 10" receivers has been discontinued.

Now making 1,800 TV sets daily, Emerson will be turning out between 4,000 and 5,000 units daily by the end of 1950, he said. Mr. Abrams expects increasingly keen competition pending the lifting of the freeze, but not a summer sales slump of the magnitude of last year's.

## OSU Institute's Educational First Awards Go to 20 Shows; Peabody Awards Revealed

COLUMBUS, O.—Seven of the 20 first awards made to radio networks in the 14th American Exhibition of Educational Radio Programs, sponsored by the Institute for Education by Radio at Ohio State University, went to National Broadcasting Co. Five firsts went to Columbia Broadcasting System, five to Canadian Broadcasting Corp. and three to Mutual Broadcasting System.

In television judging, NBC and CBS each won three first awards.

Programs winning the 20 top awards were:

Religious: "Eternal Light," NBC and Jewish Theological Seminary of America; "Catholic Hour," NBC and National Council of Catholic Men; "Family Theater," Mutual.  
Agricultural: "RFD America," Louis G. Cowan Inc. and NBC.  
Cultural: "Pioneers of Music," NBC and U. of Southern California School of Music; "CBS Symphony"; "Stage of '49-'50," CBC; "NBC Theater."  
Public Affairs: "In Search of Citizens," CBC and Ontario's Department of Education and

Dominion Government; "In Search of Ourselves," CBC and National Committee for Mental Hygiene; "Meet the Press," Mutual.  
Children's: "Let's Pretend," CBS; "Cuckoo Clock House," CBC; "Mind Your Manners," NBC and Allen Ludden and WTIC, Hartford.  
One-time broadcasts: "Evening Memory St.," Mutual and United Nations Radio; "NBC United Nations Project," NBC and UN Radio.  
News analysis and comment: "Edward R. Murrow and the News," CBS; "Howard K. Smith from London," CBS.

Television awards (not classified): "Mr. I. Magination," "Studio One" and "Ford Theater" on CBS, and "Meet the Press," "Kukula, Fran & Ollie" and "Your Show of Shows" on NBC.

## PEABODY AWARDS MADE FOR RADIO AND TV

NEW YORK—Station WWJ (NBC), Detroit, and KXLJ (NBC), Helena, Mont., received top honors in the station category in the 10th annual George Foster Peabody Radio Awards. They were cited for best public service by a regional station and local station, respectively.

The 1949 winners were announced at a luncheon of the Radio Executives Club. Presentations were made by Edward Weeks, editor of *Atlantic Monthly* and chairman of the Peabody advisory board. The awards are administered by the Henry W. Grady School of Journalism, University of Georgia. Selections are made by a committee composed of editors, critics, educators and publishers.

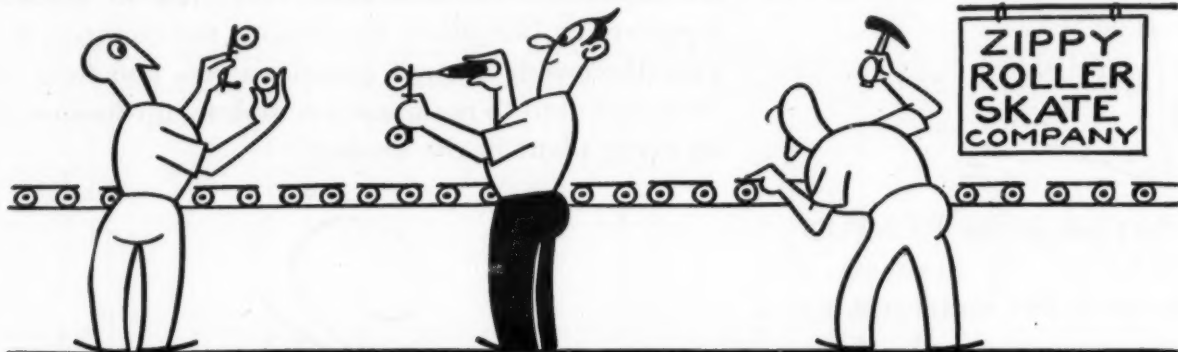
Other radio winners by category:

1. News reporting and interpreting—to Eric Sevareid, heard Monday through Friday in a cooperatively sponsored newscast over CBS; to WMAZ (CBS), Macon, Ga., which "may well serve as a model for news" reporting; to Erwin Canham and "The Monitor Views the News" (ABC), sponsored by the *Christian Science Monitor*.
2. Entertainment and drama—to Jack Benny, for *Lucky Strike* on CBS; and "special unclassified citation" to "Greatest Story Ever Told" (Goodyear Tire & Rubber Co., ABC).
3. Entertainment in Music—WQXR, the *New York Times* station.
4. Educational program—"Author Meets the Critics" (ABC), sustaining, produced by Martin Stone Associates.
5. Children's program—to WTIC (NBC), Hartford, for "Mind Your Manners."
6. Contribution to international understanding—NBC's United Nations Project.

Named in the television competition were:

1. Entertainment—"Ed Wynn Show" (CBS, sponsored first by Speidel Corp., now by R. J. Reynolds Tobacco Co.).
2. Education—"Crusade in Europe" (ABC, sponsored first by Time Inc., now sold cooperatively).
3. News reporting—Columbia's coverage of United Nations General Assembly.
4. Children's program—"Kukula, Fran & Ollie" (NBC, sponsored by Radio Corp. of America, Ford Motor Co. and Sealtest).

Special citations went to H. T. Webster of the Herald-Tribune Syndicate, for his weekly cartoons "Unseen Audience," and to the "United Nations and American Broadcasters in general, represented by the National Association of Broadcasters, for broadcast contributors to better international understanding." Harold Ross and *The New Yorker* also received special commendation for "their successful Grand Central campaign in behalf of the rights of the so called 'captive audience.'"



## THE MONEY PAID OUT IN PAYROLLS



## COMES BACK FAST WHEN YOU SELL TO



## THE BIG-EARNING, FAST-SPENDING WAGE-EARNER MARKET

THROUGH

# TRUE STORY Women's Group

TURN YOUR PAYROLL DOLLARS INTO HOMING PIGEONS

No other road to America's big-earning, fast-spending WAGE-EARNER Market offers you these advantages:

1. In one package, you reach 8,575,000 women... shoppers for nearly 30% of all wage-earner families. And 2 out of 3 are in "age of acquisition"—30's or younger.
2. You reach this market at rock-bottom cost—as little as \$1.22 per page per thousand!
3. 90% of magazine ad dollars are spent in magazines which are over the heads of this market (research available). TSWG speaks their language.
4. They're the current active buyers at any given time—they shell out \$728,000 every month at the newsstands alone just for the magazines in the TRUE STORY Women's Group.

SELL THE FAST-SPENDING WAGE-EARNER MARKET AT ROCK-BOTTOM COST!

POINT-OF-SALE

# IDEAS THAT *Sell* FROM

# CHICAGO SHOW PRINTING COMPANY

**THEY'RE HERE!**

The NEW 1950  
**INTERNATIONAL HARVESTER**  
*Refrigerators*

This banner for International Harvester is outstanding for beautiful lifelike full-color reproduction on cloth, in giant size—44" x 120". CSP specializes in tough display reproduction problems, prints or lithographs on paper, cloth, cardboard, fiber, weatherproof Stanzall and self-stik Mystik.



What holds the bottle up? A brand new, ingenious CSP invention. The self-stik MYSTIK mounts on any wall surface. A concealed hook holds the bottle. Result: an attention-getting dimensional display at low cost.



Something unusual in a set-up cardboard display: this floor merchandiser provides a complete work glove department for retailers. This hard-selling piece was created, designed, produced and distributed by CSP.

**\*** Does your product need a NEW idea for point-of-sale advertising? Ideas are our business! We create them, produce them, distribute them. Call in your local representative of Chicago Show Printing Company or wire our home office. CSP will go to work for you *today*. Write for our point-of-sale idea book now. Chicago Show Printing Co., 2640 N. Kildare, Chicago 39.

### Ad Research Foundation Reports for '49: Year Was Record for Number of Surveys

NEW YORK—The Advertising Research Foundation increased its activities in 1949, published more reports than in any previous year, and conducted the largest survey in its 13-year history, its annual report disclosed last week.

The foundation made the first audience study of leading magazines in Canada, prepared a sum-

mary of 13 transportation advertising studies, developed plans for a magazine research program and cooperated with the Advertising Council in measuring the effectiveness of two council campaigns.

During the past year, the foundation published more than 50,000 copies of reports and distributed them to advertisers, agencies, me-

dia executives and educational institutions.

It assisted in the establishment of the Canadian Advertising Research Foundation, which was incorporated in August, 1949, as the Canadian counterpart of the U. S. foundation.

The foundation considered technical, financial and administrative problems involved in conducting an audience study of magazines in the weekly field but has not de-

ecided on a course of action and has not approved the making of any type of magazine study.

The first report on the audience and readership of a business paper was published in April, 1949. Based on a 162-page issue of *Automotive Industries*, the study provided information about readers of the publication and what they had read in the issue.

Arrangements were made to make 1950 surveys on at least three business publications.

Ten daily newspaper reports were published in '49 and approximately 23,000 copies of the reports were distributed to members of cooperating organizations and subscribers. A total of 116 different weekday newspapers had been surveyed by the end of 1949, the foundation reports.

The Continuing Study of Farm Publications completed its fifth year during '49. Four farm paper reports were issued during the year, the 12th survey was completed and work was started on the preparation of summary bulletins. More than 15,000 copies of the four reports were distributed. It was decided that the first summary bulletin would contain an analysis of all advertisements in one major product category.

Nearly 100 advertising, agency and media executives served without remuneration on the foundation's board and committees, in the cooperative effort to advance impartial advertising research.

The foundation, a non-profit organization engaged in conducting impartial research to point the way toward more effective advertising, is sponsored by the American Association of Advertising Agencies and the Association of National Advertisers. Its total revenue for the year was \$271,412.50, the largest amount for any year since its incorporation in 1936. Charges totaled \$268,223.47.

During 1949 the foundation worked actively with 12 different advertising groups:

ANA, Four A's, Advertising Council, Canadian Advertising Research Foundation, Association of Canadian Advertisers, Canadian Association of Advertising Agencies, Bureau of Advertising of the American Newspaper Publishers Association, Agricultural Publishers Association, National Association of Transportation Advertising, Associated Business Publications, National Industrial Advertisers Association, Magazine Research Group of Canada.

#### Scott Radio, John Meck Industries Name LeVally

John Meck Industries, Plymouth, Ind., TV set manufacturer, last week appointed LeVally Inc. to handle its advertising. Scott Radio Laboratories, Chicago, in which Meck recently acquired an important stock interest, also named LeVally to direct its account. Frank C. Nahser Inc., Chicago, formerly handled Meck advertising, and Scott previously placed its ads through the Leo Burnett Co.

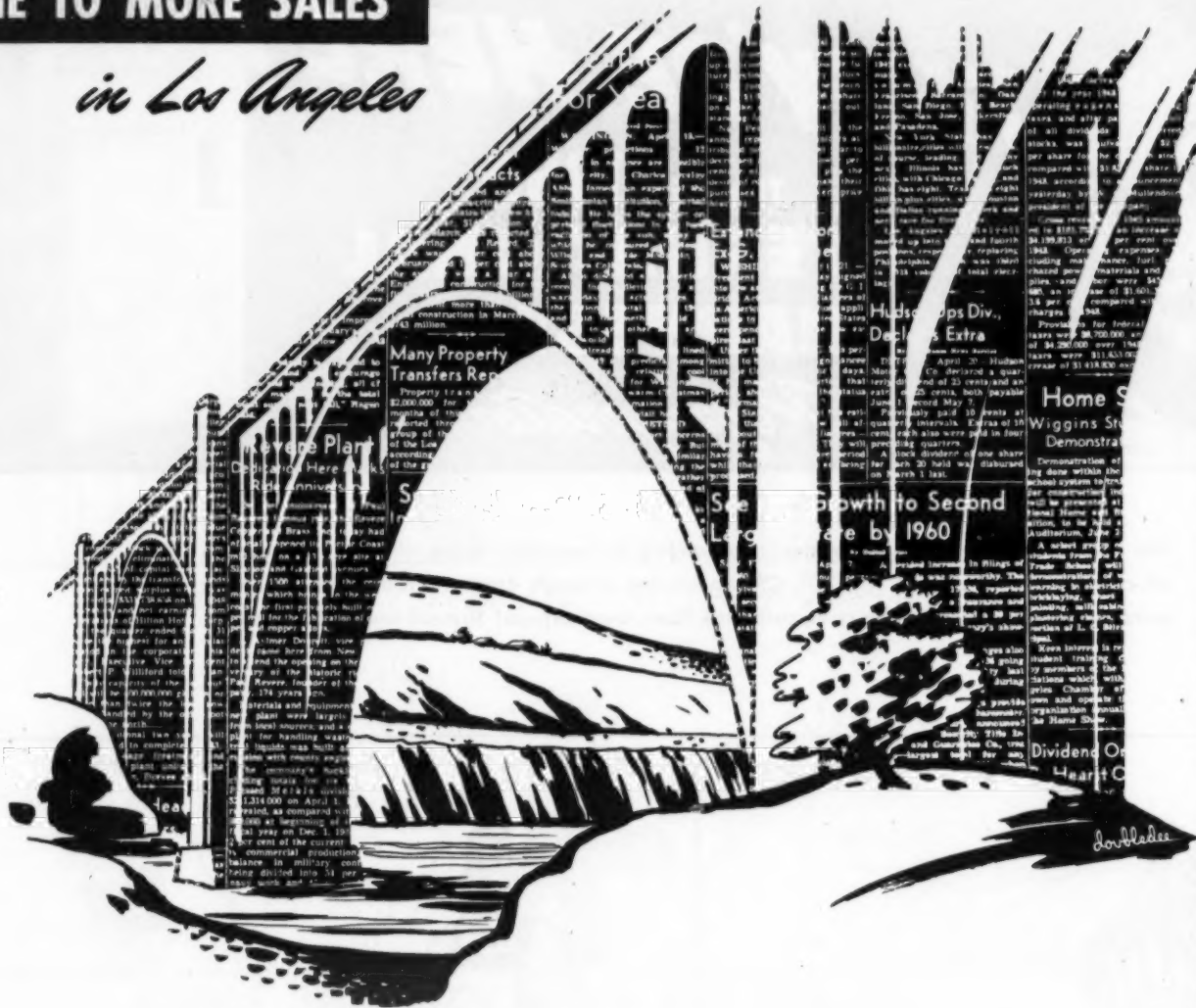
According to estimates of TV set production in 1950 made by Television Shares Management Co. (AA, March 6), Meck is expected to make about 150,000 receivers this year, under both its own brand name and under other private labels. The company recently introduced a 10" set retailing at \$99.50. Scott specializes in more expensive radio-phonograph combinations and luxury class TV sets.

#### Spitz Names Grossfeld

Samuel Spitz & Sons, Chicago, manufacturer of Cricketeer sport coats and Bartlett clothes for men, Miss Cricketeer suits for women, and College Row clothes for boys and students, has placed its advertising with Edw. A. Grossfeld & Staff, Chicago.

## BRIDGE TO MORE SALES

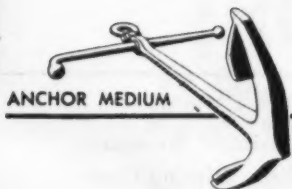
*in Los Angeles*



There is, in fact, a "bridge" to more sales in the tremendously rich Los Angeles market. It is the Herald-Express which reaches thousands upon thousands more families in the vital City Zone than any other daily.

This City Zone is truly vital because within it reside better than six out of every ten families in this great market—it's the zone that accounts for more than 70 per cent of the entire market's total annual retail sales.

It is as simple as two plus two—advertising planned to deliver the greatest Los Angeles impact logically belongs in the Herald-Express.



*Los Angeles*

# HERALD-EXPRESS

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

SOON  
\*50,000  
WATTS  
WNOE 1060  
KW  
NEW ORLEANS  
Natl. Rep.  
RA-TEL  
\*5,000  
NIGHT  
420 Lexington Ave.  
New York City

# *The Sciences in Industry*

## RESEARCH MEANS NEW BUSINESS

The common belief concerning the origin and development of modern technical industries lays stress upon the financial ability or manufacturing skill of the founders. An historical survey of the subject would show, however, that most manufacturing businesses were originated and developed by some man whose genius was on the side of the technology and fundamental science of his industry. Thus, in the early days of the technical industries, the development of new processes and methods was often dependent upon some one man.

With the increasing complexity of industry, however, the amount of technical and scientific information needed has increased. The work of investigation and development, formerly performed by an individual, has been delegated to special departments of the organization; principal among these is the modern industrial research laboratory.

Today, to a decisive extent, industrial research not only controls the relative growth of individual industries but has actually been a great factor in the relative development of national economies. A notable and obvious demonstration of this thesis is the new preëminence of our chemical industries. Before World War I, England had yielded first place to Germany's research initiative in the organic chemical field. In 1918, however, the American chemical industry began to apply scientific research on a large scale. By the outbreak of World War II the chemical industry of the U. S. had displaced German leadership of the chemical world except possibly in the production of dyes. Today, of course, it stands unchallenged in all fields of production.

*C. E. K. Mees*

*C. E. K. Mees is vice president in charge  
of research of the Eastman Kodak Co*

This series of advertisements is published in the interest of a wider understanding of the role of science in industry by the only U. S. magazine which covers all of the sciences. Reprints upon request:

**SCIENTIFIC  
AMERICAN**

24 West 40th Street, New York 18, N. Y.

# Educators Must Improve Radio, Hennock Asserts

COLUMBUS—As long as the objectives of American broadcasting are commercial, "it isn't going very far to make radio a creative force in our society."

That's what Frieda B. Hennock of the Federal Communications Commission told the 20th Institute for Education by Radio, while H. V. Kaltenborn, dean of radio commentators, predicted that television will never completely replace au-

dio broadcasting.

The FCC's only female commissioner and the news analyst topped a galaxy of radio and television experts and educators who appeared on the Ohio State University-sponsored programs here May 4 to 7.

"We have to get some people in broadcasting who are interested in benefiting the public and we have to get the public interested in benefiting itself," Miss Hennock said.

"A good portion of American programming must be designed to help the public, not merely to perpetuate its limitations," she went on. "We need programs which will emphasize our great cultural heritage; we need programs which will

effectively prepare and assist our people to assume the responsibilities of citizenship in a great democracy."

The way to do it, she said, is to have non-commercial interests become an integral part of radio and television. "And it is on educators that I lay the principal burden for doing this," she added. "Every school should have classes in radio production, and criticism... must become a partner with its local commercial broadcasters, criticizing their programs and providing them with programs which are in the public interest."

Earlier she told the institute there is "no cure for what ails American broadcasting... and the FCC is not the doctor—it's you."

"Your primary concern and mine is programming, and it's far from satisfactory," she said. "Instead of programs designed to develop an enlightened public opinion or to aid in the cultural development of our people, we get for the most part programs molded in the fires of business competition, whose salutary effects are merely incidental."

"Horror and crime programs for children, soap operas for adults—there is no need to go through the whole list. And many of you wonder, why doesn't the FCC do something about it?"

Miss Hennock said the FCC has tried to retain in the station license the responsibility for the operation of the station in the public interest, "for it is the li-

censee over whom the commission has jurisdiction and only through the licensee can our regulation be made effective."

She said the FCC has tried to maintain competition in broadcasting because the "forces of competition keep broadcasting dynamic."

"Broadcasting is essentially a medium of free speech," she went on. "It must be used to present to the public information on all matters in which that public is vitally interested."

She advised educators to get into TV now and "you may prevent its assuming the same character as our aural broadcasting."

Kaltenborn outlined his views on the future of commercial and educational broadcasting at the closing dinner session.

"Radio is here to stay," he said. "Not only must it continue to support television but there are certain areas in which it can never be replaced." He referred to news reporting, music, overseas transmissions and broadcasting "for countless millions who can hear when and where they cannot see."

Radio news reports will always be faster and more complete than television reports, he said. The educator should not expect too much of commercial television as an educational medium, he warned.

"There will soon be so many television stations that profits will be small except for the biggest and best. All of which means that the educators will have less chance in television than they had in radio."

"Nothing more than good talk can hold a radio audience, but it takes a low neckline, a shapely chorus, or a circus act to make them keep on looking," Kaltenborn said.

The decrease in educational station licenses from 202 in 1935 to the present 34 can be attributed, he said, to "insufficient funds, lack of public interest, lack of imagination, lack of faculty support..."

## Whirlpool Names Davidson Dryer Promotion Manager

Donald H. Davidson has been appointed to the newly created position of sales promotion manager of the Whirlpool Dryer division of Nineteen Hundred Corp., St. Joseph, Mich. Nineteen Hundred is changing its name to Whirlpool Corp., effective July 1.

Mr. Davidson formerly handled major accounts for Forster Distributing Co. Before that he was midwest regional sales manager of Hamilton Mfg. Co.

## Drug Firm Names Spencer

Winthrop-Stearns Inc., New York, a subsidiary of Sterling Drug Inc., has promoted F.O.S. Spencer, formerly a special hospital representative, to manager of the retail sales division.

**DRAWS LISTENERS.** And listeners draw, too! When the popular WGAR-produced Fairytale Theatre asked school children for their sketches of the stories presented, over 800 drawings were received! Miss Mullin, producer of this prize-winning children show, selects some of the prints to be placed on exhibition at the Cleveland Public Library. Listeners respond to WGAR!



**PUBLICITY.** WGAR's top-notch publicity director, Manny Eisner, keeps Northern Ohio listeners informed about what's going on at WGAR. He creates publicity ideas and keeps in close touch with the trade press and news sources. His constant stream of stories about WGAR programs and personalities is an extra service to WGAR sponsors. And publicity is another one of WGAR's many effective promotional activities.



in Northern Ohio..

# WGAR

the SPOT for SPOT RADIO



**A WGAR SPONSOR.** Mr. A. L. Petrie is manager of the new ultra-modern store for Bond Clothes in Cleveland. He is a member of the Cleveland Chamber of Commerce and the Optimist's Club, and has been with Bond Clothes for twenty years. Bond Clothes is a WGAR advertiser.



**NOW AVAILABLE...** the Polka Party in Cleveland...the Polka Town! Polka Party features live polka bands well-known in this area. Response to the first WGAR-produced live polka show was terrific! Requests poured in from ten states! If you want results, consider Polka Party. Ask about it.

**RADIO... America's Greatest Advertising Medium**

WGAR... 50,000 watts... CBS

Represented Nationally by Edward Petry & Company

**TOP SALESMAN in the DAKOTAS**

**The MOST Effective ADVERTISING, MERCHANDISING and EDITORIAL INFLUENCE in the DAKOTAS!**

Dakota's Own Magazine  
**THE DAKOTA FARMER**  
ABERDEEN, SOUTH DAKOTA  
J. P. MALONEY, Advertising Manager





**One twenty-fifth  
the distance from  
the Earth to the Moon!**

**THE COMICS MAGAZINES BOUGHT EACH MONTH LAID END TO END  
WOULD REACH 1/25 THE SPACE FROM THE EARTH TO THE MOON**

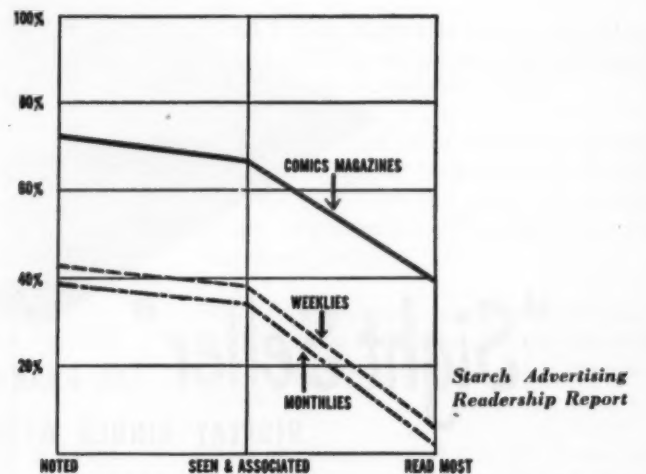
There are two ways to measure the circulation of Comics Magazines — by *numbers* and by *markets*.

The number bought each month is staggering. But even more important to advertisers is the wide market coverage of Comics Magazines.

Here are some quick facts for fast reading — from Starch study made for Fawcett Comics Group.

- Fact 1:** Comics Magazines are read in 26% of all urban families with no children.
- Fact 2:** Comics Magazines are read in 54% of all urban families with children under 6 years of age.
- Fact 3:** Comics Magazines are read in 93% of all urban families with children between 6 and 18 years.
- Fact 4:** Comics Magazines are read in 55% of all urban families.

And here's the clincher if you still need one... Ads in the Comics Magazines get greater attention by far than in other types of magazines.



For penetrating coverage...for intensive advertising readership...for low advertising cost...**BUY COMICS MAGAZINES.**

Fawcett Comics Group consists of the following titles:

CAPTAIN MARVEL ADVENTURES  
CAPTAIN MARVEL, JR.  
WHIZ COMICS

MONTE HALE WESTERN  
WESTERN HERO  
BILL BOYD WESTERN

ROCKY LANE WESTERN  
TOM MIX WESTERN  
THE MARVEL FAMILY

HOPALONG CASSIDY  
NYOKA  
GABBY HAYES WESTERN

LASH LARUE WESTERN

**FAWCETT COMICS GROUP**

**67 WEST 44TH STREET • NEW YORK 18, N. Y.**

Chicago

San Francisco

Los Angeles

Detroit

**Alice Clements Directs Agency**

Alice V. Clements has succeeded her husband, the late I. W. Clements, as president of the Clements Co., Philadelphia. Mrs. Clements had been co-head of the agency since she and her husband founded it in 1932. In addition to her administrative duties, Mrs. Clements will head the agency's radio and television department. Robert H. Smith and Stanley F. Squire have been elected vice-presidents.

**Joins Pedlar & Ryan**

Alice M. Weishampel, cosmetic and fashion copy consultant, has joined Pedlar & Ryan, New York agency.

**SIMPSON-REILLY, LTD.**  
Publishers Representatives

SINCE 1938

LOS ANGELES HALLIBURTON BLDG.  
SAN FRANCISCO CENTRAL TOWER  
SEATTLE NEW WORLD LIFE BLDG.

**AlSCO Uses 'Class' Testimonials for Storm Window Drive**

AKRON—AlSCO Inc. will attempt to establish brand consciousness for its storm windows with a consumer advertising campaign featuring endorsements from well-known people. Seven newspaper ads, totaling 8,000 lines, will be run continuously in spot markets during the storm window season.

The company explained that newspapers, rather than national publications, were chosen because AlSCO's market is concentrated in 25 key points which could be blanketed best with dailies.

Supplementing the newspaper campaign will be one-minute radio spots recorded by the same well-known people—Elliot Roosevelt, Tex and Jinx McCrary, Guy

Lombardo, Maureen O'Sullivan, Joan Blondell, Gladys Swarthout and Ray Milland. Dealer window displays also will be used to help build brand consciousness.

■ To secure sales leads, each ad will carry an "additional information" coupon, while return postcards, door hangers, brochures, etc., also will be used by salesmen to secure leads.

Salesmen will be given a "pitch book" on a self-contained easel, plus recordings of the seven testimonial radio spots to be played in prospects' homes. The sales slogan will be "AlSCO, Window of the Stars!"

Dubin Advertising Inc., Pittsburgh, handles the account.

**Broyles Agency Gets Wolfe**

Ed Wolfe has joined the Galen E. Broyles Co., Denver agency, as copywriter in charge of research.

**Art Directors Elect Glauser**

Fred Glauser, of Honig-Cooper Co., San Francisco, has been elected president of the Art Directors Club of San Francisco. Other officers are: Will Pearce, Botsford, Constantine & Gardner, 1st vice-president; James Ruttencutter, Wank & Wank, 2nd vice-president; Walter T. Warc, Foster & Kleiser, treasurer, and Fred Cole, Foote, Cone & Belding, secretary.

**Bacharach Joins Reach**

James S. Bacharach, formerly on the copy staff of Ruthrauff & Ryan, New York, has joined the copy department of Chas. Dallas Reach & Co., New York and Newark.

**New Account to Gray & Co.**

Gray & Co., Denver agency, will handle promotion of Frost 'N Serve cake for American Lady Bakers, Denver. Media include weekly ads in newspapers throughout the Southwest.

**Look Out For Mail Order Houses and Chains, Lowy Warns**

NEW YORK—The 500 presidents and merchandise managers of department stores who showed up at Formfit Co.'s clinic here got a sharp warning to look out for mail order houses and chain stores.

Walter Lowy, Formfit's vice-president, who in 1948 won an American Marketing Association award for his contribution to retailing, told the retailers that in 1949, sales volume of all retailers declined. However, compared to its 1946 sales, the sales of a major mail order chain increased 630% more than all the independent stores combined.

He warned that, while independent stores have maintained a small increase over 1946, their number of transactions has steadily decreased—and the danger lies in the reduction of the number of customers served, presaging a loss of business to other channels of retail trade.

A similar story obtained in profits. Net for both chains and independents dropped in 1949, but chain profits in 1948 were up 172% over 1945, while department store profits in 1948 were 18% below 1945.

■ Mr. Lowy also had sharp criticism for retailer advertising:

1. Retailers waste advertising dollars on promoting average-type figures, which represent only 34% of the market, but get 90% of advertising expenditure.

2. Stores spend too much on promotion of new and untried lines—"the most costly kind of merchandise to promote."

3. Retailers who accept "subsidies" in the form of "exorbitant advertising allowances" are frittering away their independence.

4. Retailers who get paid for department layout, window displays, display fixtures, and "bribes" to sales people for pushing unknown brands are not fulfilling their duties to the market.

■ Mr. Lowy cited a store which placed 52% of its bra advertising on a brand so unimportant it accounted for only 5% of sales, and the store spent 63% of all other advertising on the products of three manufacturers, which all together accounted for only 7.7% of department sales.

"Seventy per cent of all this misplaced, misdirected advertising," he snapped, "was paid for entirely by manufacturers."

**CBS Buys Film Shorts for TV**

Columbia Broadcasting System has been granted exclusive U. S. syndicate rights to the "Strange Adventure" series, 52 film shorts originally shown by Procter & Gamble on the "Fireside Theater" show. Television Enterprises, Hollywood, producer of the films, entered into the agreement with CBS on a profit-sharing basis. CBS is offering the films to stations and agencies for second-run programming.

**ZIV Promotes Freeman; Moves NY Offices**

Sidney Freeman, a salesman with Frederic W. Ziv Co., Cincinnati, since 1938, has been named district manager of the north central division of the company with headquarters in Cleveland.

Ziv has moved its New York offices to 488 Madison Ave. The transcribed production company will continue to maintain studios at 630 9th Ave.

**Berger Forms Own Company**

Robert H. Berger, formerly Pacific Coast advertising manager of Hillman Periodicals, has resigned to form the Robert H. Berger Co., publishers' representative, with offices in New York.

puts **Buy** in their eye



## "Sight-Seller" THE BRAND-NEW DISPLAY BINDER WITH THE BUILT-IN EASEL

Here's "Sight-Seller", the simple, economical way to put your ideas into presentation form. It makes page changing easy... lets you interleave printed matter with illustrations... all protected by strong acetate envelopes.

There's no punching, no trimming. Full 11 x 8½ pages slip into place easily. And the easel pops right up at the flip of a finger. No set-up time, no snaps or fold-overs.

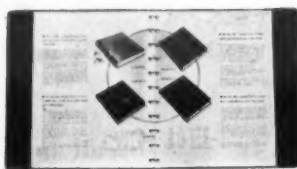
Too, "Sight-Seller" can be used to provide a safe, convenient place for permanent records, reports and analyses. Standard holes with one-inch ring spacing let you assemble sheets of any size or weight at will.

If your need is for a high-quality, low cost binder to do the important job of presenting your product or services to your clients... *in the best way possible*... you will want to see "Sight-Seller".

Just write to Management Controls Library, Room 1170A, 315 Fourth Ave., New York 10, N. Y. Ask for "Sales at First Sight," Folder LL-191.

Copyright 1950 by Remington Rand Inc.

**Remington Rand** THE FIRST NAME IN BUSINESS SYSTEMS



1. "Sight-Seller" can sit up and take orders, or lie as flat as this! It's a Remington Rand Ring-Slide binder that opens easily, stays open.



2. Clear acetate envelopes protect your display material with clearance to insert full-size 11x8½ pages WITHOUT PUNCHING!

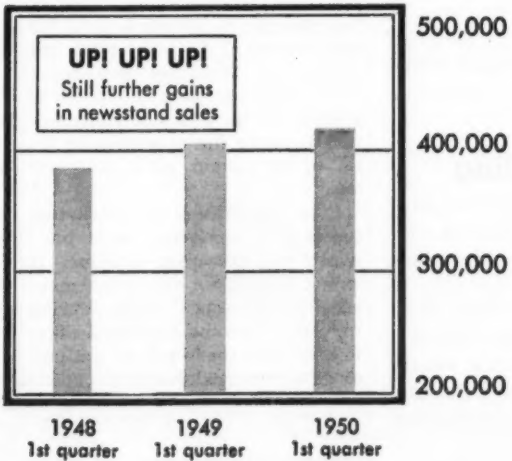
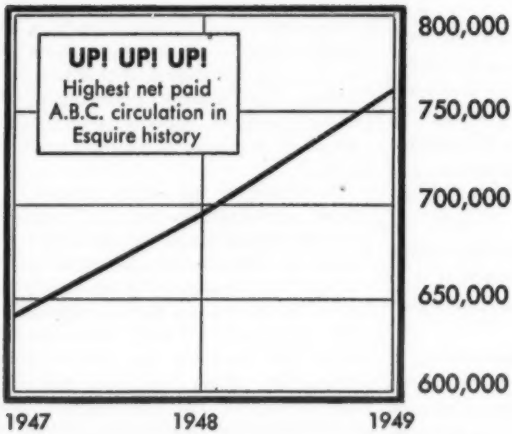
# Up! Up! Up!

another all-time  
Esquire high!



© Esq., Inc.

LARGEST CIRCULATION OF ANY  
QUARTER IN ESQUIRE'S HISTORY



CONSIDER THESE FACTS—THEN DECIDE  
WHAT ROLE ESQUIRE SHOULD PLAY IN  
YOUR ADVERTISING PROGRAM.

**FACT 1:** Esquire circulation for the first three months of 1950 averaged 802,000—the largest of any quarter in Esquire's history!

**FACT 2:** Esquire newsstand sales for the first three months of 1950 averaged 421,000—evidence of continued gains and vitality for the largest selling 50¢ magazine on the newsstands today!

**FACT 3:** Month after month for 22 consecutive issues, Esquire's circulation has exceeded that of the corresponding month in the year preceding.

**FACT 4:** Each copy of Esquire is read by over 10 real, live readers, the largest number of readers-per-copy of any national magazine.

**FACT 5:** With rates based on a 650,000 guarantee, Esquire is consistently delivering a circulation bonus in excess of 100,000 per issue.

**FACT 6:** No advertising sells like advertising in the service magazines, and...

**NOW—  
MORE THAN EVER—  
IT PAYS TO** advertise in **Esquire**

**THE ONLY SERVICE MAGAZINE FOR MEN!**

# Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-1336), 11 E. 47th St., New York 17 (MU 8-0973), National Press Bldg., Washington 4, D. C. (Re 7459). European Headquarters, 1473 High Rd., Whestone, London N. 20 (Hillside 1137). G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, vice-presidents. C. B. GROOMES, treasurer.

Member Audit Bureau of Circulations, Associated Business Publications, National Association of Magazine Publishers, Advertising Federation of America.

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San Francisco (3): Simpson-Reilly Ltd.,  
703 Market St., Wm. Blair Smith, Mgr.  
London: F. A. Marteau, 1473 High Rd.,  
Whestone, London N. 20.

15 cents a copy, \$3 a year in the United States, Canada and Pan  
America. Foreign postage extra. Frank W. Miles, circulation director.

## The Colonel and His Talents

Elliott W. Springs, president of Springs Cotton Mills, undoubtedly has a number of talents. He has a fine freedom from inhibitions and a decided flair for the use of words. But his talent flowers into positive genius in his ability to develop the *double entendre* to heights seldom before reached.

These talents of the colonel fill us with admiration, and a very earnest hope: The hope that sometime—and in the not too distant future—he will take them off somewhere and leave the advertising business alone.

It can scarcely be maintained that Col. Springs is the first to have discovered that beds are sometimes used for purposes other than sleep, but he undoubtedly deserves an appropriate halo for being the first to make a bed sheet an article of sex; and certainly all lovers of antiquity must applaud his efforts to re-popularize the ancient custom of bundling.

The intangible factor of good taste has been the subject of considerable thought and speech in the advertising business in recent times. There have been serious discussions of the problem involved, and of the consequences for all of advertising. Perhaps, instead of general discussions of this character, there ought to be a Committee for the Reorientation of Col. Elliott Springs, for certainly, in the advertising business, he has managed to stretch good taste to the ultimate limit.

Perhaps, after all, that is the only effective way to deal with violations of good taste: To pick one specific violation and attack it, and then go on to the next, instead of muttering pious generalities which have no practical effect on any specific case.

Col. Springs and his admirers have argued that his advertising is humorous and not offensive, and that the attention it has received and the numerous friendly letters it pulls are proof of these contentions. We don't agree, and we know any number of "old fogies" like ourselves who don't like having their children exposed to the colonel's particular preoccupation.

We believe that it would be a good thing for advertising if the colonel took his talents elsewhere; and we'd like to see advertising media help the move along.

## The 'Audience' Pot Keeps on Boiling

Release by *Life* of a cumulative audience study made for the publication by Alfred Politz is sure to stir additional interest and controversy over a subject which has already stirred the advertising business as have few others in the past 20 years.

There will, of course, be those who will deplore the study, those who will see in it a threat to audited circulation, those who will question the results and the methods used in getting those results. This is to be expected and indeed to be welcomed. No new techniques ought to be accepted without serious and painstaking investigation and criticism.

Coupled with the suggested statement of Association of National Advertisers' policy advanced by Tom Young of U. S. Rubber Co., however, the new *Life* study demonstrates again the continuing interest in audience figures, and the fact that this type of media research cannot be brushed lightly aside.

Advertisers, agencies and to a considerable extent media, are interested in researches of this character. The danger lies in the fact that such research is going off in many different directions, under many different auspices, and is consequently costing more and creating more confusion than ought to be the case.

If audience research is to be pursued, it will be good for every one if it quickly becomes reasonably standardized, both as to techniques and as to methods.



Lichy, Chicago Sun-Times

"Everybody was late getting started this morning. I haven't done a thing—haven't even turned on the radio for the serials."

## What They're Saying

### Pork and Advertising

Uncle Sam would be buying huge quantities of pork in Indianapolis and other big packing centers if it was not for the power of advertising.

Last fall it was known more hogs would come to market than could be normally consumed. If that happened, the federal government, under the price support program, would be required to buy the surplus...

To avoid it the meat packers, farm organizations and retailers of meat joined forces to conduct an intensive advertising campaign to induce the housewife to buy more pork. Up to now she has responded. The avalanche of hogs from the farm has gone on the tables of consumers rather than into storages rented by the government.

In the prewar period ham, bacon and other pork was consumed at the rate of 56 pounds a year for each person. Last year, after the advertising campaign got under way, consumption shot up to 70 pounds. So far this year consumption is up to the unbelievable total of 82 pounds on a full-year basis.

Like cooperation of marketing forces and producers could have wiped out the egg surplus. It would have taken only a few more eggs on breakfast tables during the year and some additional cakes to eliminate the waste of millions of dollars worth of eggs.

—Maurice Early, in "The Day in Indiana" column, Indianapolis Star.

### Bigness Isn't Badness

There is abroad today a wide and frequently intense but completely unjustified feeling that big companies do not operate in the public interest.

But let me remind you of two things: first, out of the small and medium sized businesses of today will come the big businesses of tomorrow; second, the small and medium sized businesses could no more exist without the big businesses than the big ones could exist without the small and medium

sized ones...

And let me remind you further that if big businesses are throttled today on the pretext that they operate against the public interest, it will be only a brief interval before that tomorrow will arrive when medium and small businesses will be throttled in the same way and for the same reasons.

—Harold Brayman, Director of Public Relations, E. I. DuPont de Nemours & Co., to the Greater Weeklies Associates.

### Only One Thing to Fear

I do not fear Communism because every passing day proves its utter failure...

I do not fear Fascism because it has killed the three great nations which adopted it...

I do not fear outright Socialism because, in Europe today, Socialism itself is living on the dole, and America is the only country on earth that is able to foot the bill for it...

But when somebody in Washington starts telling me how much he loves the free enterprise system and how he proposes to save it from itself, I shake in my very shoes. I wonder why it is that these self-appointed saviours of our national welfare always seem to miss the point—the one magnificent lesson that should be apparent to anyone who looks about him at the world today.

The point is that our American system of free competitive enterprise is the only one left in the world that is not controlled by power-hungry politicians; and whether you call it the Square Deal, the Fair Deal, the New Deal or just plain Federal Regulation, the fact remains that once the dead hand of politics gets its convulsive grip on American business and industry, free competition will be strangled, and our economic system will be no different—and no more successful—than those noble experiments which are crumbling into dust in Europe.

—Benjamin F. Fairless, President, United States Steel Corp., in talk to Baltimore Association of Commerce, April 21, 1950.

## Rough Proofs

The famous slogan, "Never underestimate the power of a woman," has been made into a song. It will undoubtedly become very popular, especially with the ladies.

Psychologists say women like to be dominated, but this attractive theory has blown up in the face of many a smug and complacent male animal.

Mr. Sindlinger's adventures with Radox give the impression that even Wall Street might be a better place to make a killing than the advertising research business.

"Donaldson will accept 25% hike on second class," the headline says, but he wants three more similar raises at annual intervals.

Congressmen have already agreed to these increases on franked mail.

"The catalog," says *Institutions*, "is not only necessary when your salesman is present, but is much more necessary when your salesman is absent."

In selling, absence doesn't always make the heart grow fonder.

In October *Shears*, which has struggled along with its present title for 59 years, will award a prize to the reader who has selected a shiny new name with which to cut off the old one.

Now they're canning live lobsters in a special kind of gunk that keeps them frisky for ten days, and when the can is opened, its inhabitants can be depended on to come out fighting.

The Lone Ranger's declining radio rating may be due to the fact that with Hopalong Cassidy playing the circus circuit, Topper is winning the popularity race with Silver.

It's a good thing the identity of the Creative Man is shrouded in anonymity, otherwise some of his more vociferous critics might be tempted to organize a necktie party.

Seasoned by war-time experience, Chrysler dealers have learned how to keep going by selling used cars during the current unpleasantness between the factory and the UAW.

Milton Berle may not be the greatest comedian on the air, but after his terrific marathon job for the cancer fund, he has to be handed the laurels as the hardest working.

"I want compensation, opportunity—not a title," says a classified advertiser.

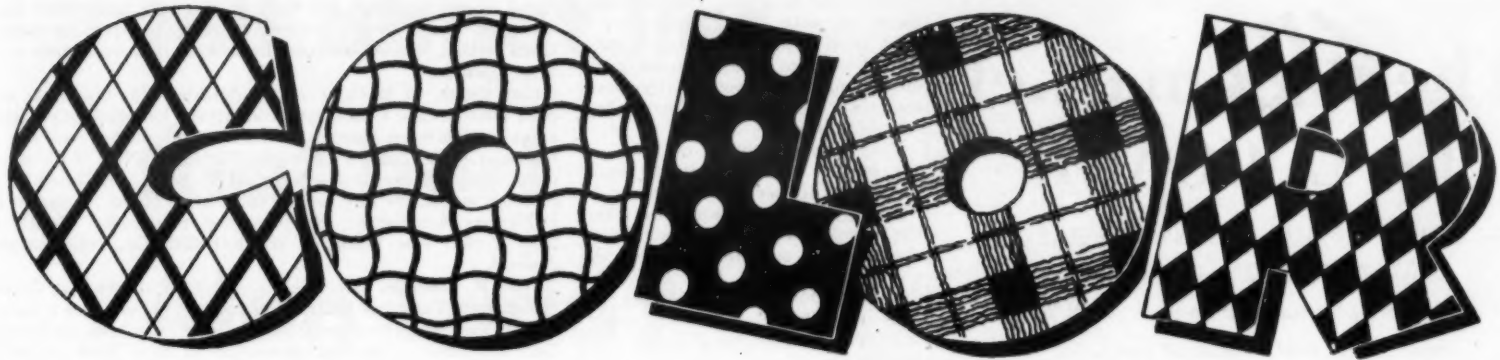
He may have heard of companies which distribute vice-presidencies as a means of appeasing the demand for more dough.

After his successful appearance on TV, Tommy Henrich, the Yankee first baseman, will now be known as the sweet singer of barber shop harmonies.

COPY CUT

TED W

# THE EXTRA IMPACT OF



## KIRSCHNER BROTHERS

MARKETERS OF PETROLEUM PRODUCTS  
1717 NORTH 54TH STREET, PHILADELPHIA 31, PA.  
GREENWOOD 3-1500

April 11, 1950

Mr. Armin J. Richter  
Automotive Advertising Dept.  
Philadelphia Inquirer  
Philadelphia 1, Pa.

Dear Mr. Richter:

We were very gratified, indeed, with our first attempt at color advertising. The two color Kirschner Brothers Calso announcement which appeared on April 6th, produced such remarkable results, that I wanted you and your associates to know about it.

Although you will admit that that copy in the advertisement such as the "free" offer was a very strong contributing factor, we feel that the dramatic impact of color was to a great extent responsible for the fact that the Kirschner Brothers' stations more than tripled the volume of business over our best volume, before taking on Calso.

Very truly yours,

KIRSCHNER BROTHERS

*Isadore L. Kirschner*  
ISADORE L. KIRSCHNER

11k/sf

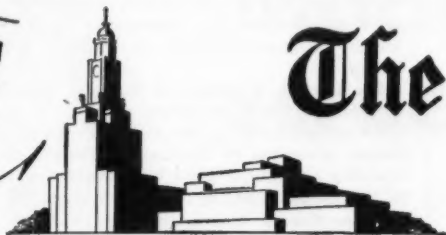


A COLOR PAGE IN THE  
DAILY INQUIRER PRODUCED  
RESULTS THAT PRODUCED  
THIS ELOQUENT  
TESTIMONIAL

Now—for the first time in Philadelphia—advertisers can buy 2-, 3- and 4-color space in a daily, run of paper. Reproduction is brilliantly clear. And sales results are spectacular thanks to the added impact of color in Philadelphia's MOST PRODUCTIVE NEWSPAPER. Write or wire for details.

NOW IN ITS 17TH CONSECUTIVE YEAR OF TOTAL ADVERTISING LEADERSHIP IN PHILADELPHIA

PHILADELPHIA  
PREFERS THE  
INQUIRER



# The Philadelphia Inquirer

Exclusive Advertising Representatives:

TED W. LORD, Empire State Bldg., N.Y.C., Longacre 5-5232; ROBERT R. BECK, 20 N. Wacker Drive, Chicago, Andover 3-6270; GEORGE S. DIX, Penobscot Bldg., Detroit, Woodward 5-7260  
West Coast Representatives: FITZPATRICK & CHAMBERLIN, 155 Montgomery St., San Francisco, Garfield 1-7946 • 1127 Wilshire Boulevard, Los Angeles, Michigan 0578

**KSTT to Operate Full Time**  
Station KSTT, Davenport, Ia., will begin fulltime operation July 1. KSTT, an affiliate of the Mutual Broadcasting System, will broadcast at 1,000 watts on 1170 kc.

**Joins Fashion Advertising**  
Barbara Kling, formerly of the Pepsi-Cola Co. public relations department, has been named publicity director of Fashion Advertising Co., New York.

**WCCO Issues Third Brochure Boosting Use of Summer Time**

MINNEAPOLIS—Pleased with the results of two previous campaigns promoting the sale of summer radio time, Station WCCO has issued a new brochure, "Send Your Sales up with the Temperature."

In both 1948 and 1949, the station developed detailed sales promotion material showing why summer time purchases are profitable for advertisers.

The new brochure contains a list of the accounts which were persuaded to use the station on a 52-week basis, and some data on the results which they achieved during the summer months. A candy company, for example, pulled 24,586 contest entries in May and June—and each entry was accompanied by a candy bar wrapper.

Broadcast Measurement Bureau coverage maps, for WCCO and other stations in the area, also are included in the presentation.

**Junior Women's Adclub Elects**

Dorothy Johnson, Whitaker & Baxter public relations, has been elected president of the Junior Women's Advertising Club of Chicago, and auxiliary of the Women's Advertising Club of Chicago. Other officers elected were Leatrice Braun, J. Walter Thompson Co., vice-president; Patricia Rigg, Young & Rubicam, recording secretary; and Beverly Smith, Leo Burnett Co., corresponding secretary.

**Hickey Now Sales Manager**

W. Ross Hickey has been appointed sales manager of Crosse & Blackwell Canadian Co., Trenton, Ont., maker of canned goods. In the past, Mr. Hickey has been associated with Kellogg Co. of Canada and Fine Foods of Canada, Ltd.

**The Elks market for LUGGAGE**

Of the 928,010\* readers of THE ELKS MAGAZINE, 56.2% indulge in one or more pleasure trips a year. 31.8% take five or more vacation tours. Business accounts for a great deal of the Elk's travel time. One to 19 business trips are made annually by 46.1% of the Elks, while 20 to 52 trips are taken by 13.1%. Lots of travel demands lots of luggage.

\*A substantial bonus over guaranteed 850,000, on which current rates are based.

**YOU'LL SELL IT, IF YOU TELL IT IN**



NEW YORK • CHICAGO • DETROIT • LOS ANGELES

Study No. 11 of the Continuing Study of Readership of Farm Publications was made on the May 7, 1949 issue of *Prairie Farmer* by the Advertising Research Foundation.



**MORE THAN 6 OUT OF 10 PRAIRIE FARMER FAMILIES OWN THEIR OWN PLACES**

**BUYING \$ POWER OF**

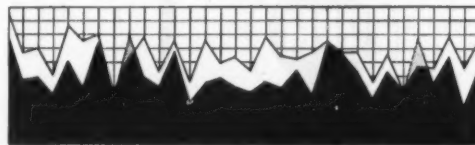


**PROVED BY**

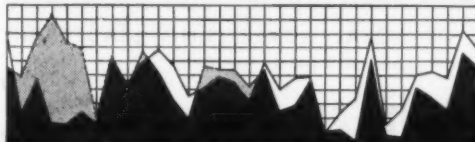
**"CONTINUING STUDY OF FARM PUBLICATIONS"**

Farm owners! Home owners! That's buying power. 95% of our farm family subscribers raise corn, 83% have dairy cattle, 75% have hogs. And 92% raise chickens. That's not only buying power—it's ready money—year 'round money.

And do they read *Prairie Farmer*? They read it from cover to cover—just see the chart. Both men and women. Read the same editorial material, the same ads. Proves what we've always said—and what our advertisers have always known.



READERSHIP BY MEN  WOMEN  BOTH



READERSHIP BY MEN  WOMEN  BOTH

Tie in with **WLS**  
The Voice of Agriculture

**PRAIRIE FARMER**

1230 W. WASHINGTON BLVD., CHICAGO 7, ILL.

**Getting Personal**

**Al Bergren**, San Francisco free-lance artist, has a predilection for oysters, and why not? About ten years ago, in New York's Greenwich Village, when he ordered a dozen on the half-shell he found five pearls, two of them black. Not long ago he sat down to a dozen in a spot at Fisherman's Wharf in S. F. When he opened the 11th shell, he found no regular pearl, but the foot of a bird, apparently lopped off by the oyster, and already surrounded by the pearl formation. Al has taken it to a jeweler to have the unique find made into a pin for his wife, Ellen.

**Carl Coash**, of McGraw-Hill Publishing Co., chairman of the Chicago Dotted Line Club's golf committee, has sent out notices for the annual advertising agency invitation golf outing, set for June 9 at Rolling Green Country Club. . . The usual New York entertainment procedure was reversed when **Carl P. Slane**, publisher of the *Peoria Journal*, was in the city for the convention of the American Newspaper Publishers Association. He presented tickets for "South Pacific" to New Yorker **Lee Ward**, of Ward-Griffith Co., representative of the *Journal*.

**John R. Sheehan**, associate radio and TV director at Cunningham & Walsh, New York, has made 13 his lucky number, since a baby daughter, named **Teresa**, arrived on April 13. John Jr. joined the Sheehan family Dec. 13, 1946. . . Another newcomer in New York is the 8-lb, 1-oz. daughter of **Fred Thrower**, ABC's v.p. in charge of sales, who arrived April 23.



**BUSINESS WITH PLEASURE**—Executives of the Chesapeake & Ohio Railroad had an opportunity to tune up for the golfing season during the C&O's recent "Work & Play" meeting at the Greenbrier, White Sulphur Springs, W. Va. From left to right: **Joe D. Singer**, assistant to the advertising manager; **Walter S. Jackson**, advertising manager; **R. P. Van Voorst**, district passenger agent in Cleveland; and **Walter I. Knox**, district passenger agent for Columbus, O.

Two agency presidents, **Jack D. Tarcher** (J. D. Tarcher & Co.) and **Sidney Garfield** (Hirschon-Garfield) are directing the advertising and publishing division of the United Jewish Appeal's 1950 fund drive in New York. . . **Frederick C. Miller**, president of Miller Brewing Co., has been named "Notre Dame Man of the Year" by the University of Notre Dame Club of Milwaukee. He was cited for "contributions to the civic and industrial welfare of Milwaukee" and for heading the Notre Dame Foundation in the area.

Another civic-minded Milwaukeean is **Joseph A. Deglman**, general merchandise manager of the Boston Store, who is slated to receive the monthly civic service award of the Milwaukee Eagles on May 16. His activities include membership on the boards of the Red Cross and Visiting Nurses Association and the executive committees of the American Cancer Society and Downtown Association; chairmanship of the retail committee of the Association of Commerce; and, when he has a little extra time on his hands, he serves as alternate director of the Greater Milwaukee committee.

**Franklin P. Jones**, publicity director of Gray & Rogers, Philadelphia, has sold his 50th "Put It This Way" feature to *The Saturday Evening Post*. . . Assistant Manager **R. Main Morris**, of KLZ, Denver, has been named general radio publicity chairman for the Women's Open Golf Championship, starting at Denver's Cherry Hills Country Club, June 19. Denver radio men working with him include **Sheldon Peterson**, KLZ; **Bill Day**, KOA; **Jack Fitzpatrick**, KFEL; **Jack Helling**, KTLN; **Dick Leonard**, KMYR; and **Vince Corbett**, KVOD.

**Edith Becker**, librarian at Ted Bates & Co., has been elected chairman of the advertising group of the New York Special Libraries Association. **Margaret Lynch**, of Kudner Agency, has been elected vice-chairman.

Publisher **John J. Johnson**, of *Ebony*, the Negro picture magazine, and **Ben Burns**, executive editor, sailed May 4 on the *Caronia* for a two-month tour of England, France, Germany, Italy and Spain to arrange for some articles for the magazine. In Paris they will visit **Richard Wright** (author of "Native Son"), who is European correspondent for *Ebony*.

**Lee Larsen**, president of National Advertising Co., Waukesha, Wis., who suffered a heart attack April 1, is reported to be in no danger. He's recuperating at his home in Waukesha. . . **Raymond K. Stritzinger**, president of Continental Baking Co., was honored as an outstanding alumnus of Lehigh University at the annual "L-in-Life" dinner of the Lehigh Club of New York April 26.

**Bruce Rogers**, free-lance designer and typographer, will be awarded the first "Aldus" statue to be given by the Limited Editions Club of New York at a dinner May 11 for "distinguished service to the world of books on the occasion of his 80th birthday." Aldus Manutius, for whom the award was named, was a Venetian printer and publisher of the early 16th Century.

# why did we tell about lies that hurt Alan Ladd?

In the May issue, *Modern Screen* published a story that separated the facts from the fiction about movie hero Alan Ladd.

Thousands of readers sent us cheers of approval... but their response was no surprise! *Because the success of "Lies That Hurt Alan Ladd" was actually predicted months in advance.*

Eight years ago, *Modern Screen* inaugurated the only Continuing Reader Survey of its kind — a completely scientific guide to the tastes and temperament of the movie audience—an accurate barometer to the rise and fall of a star's popularity, often before *Hollywood* knows!

Today, *Modern Screen* forecasts the readership of every article, in every issue — even in terms of age groups!

This precision editing results in cover-to-cover reading by 4 million women every month — young women (median age 21) who use more cosmetics, buy more clothes, wear more jewelry — the most free-spending young women in America.

This scientific editorial policy is one of the most important reasons why *Modern Screen* leads *all* screen magazines on the newsstands of America.



## modern screen

*America's Great  
Screen Magazine*



**Western Air Promotes 2**

Arthur C. Smith, former cargo traffic manager of Western Air Lines, has been appointed director of sales administration, and M. E. Sullivan, former manager of rates and tariffs, becomes director of traffic. The promotions are part of the line's program to realign its sales department.

**Toronto Agency Changes Name**

Broadcast Advertising Co., Toronto, has changed its name to Don H. Copeland Advertising Ltd., with offices at 442 Sherbourne St., Toronto.

**WHAT PART OF A 3,500,000 MARKET???**

What part of this terrific New Baby market do you effectively reach now? NBRC TEST PROVEN Birth Lists can give you the bulk of these potential sales prospects.

Write for your free invitation to profit.  
**NATIONAL BIRTH RECORDS COMPANY**  
Dept. A, 31 East 27th Street, N.Y. 16

**Swanson Poultry to Get Big Newspaper, Magazine, TV Push**

OMAHA—C. A. Swanson & Sons has started a nationwide drive to promote its canned and frozen chicken, using newspapers, television and Parade and This Week Magazine.

Both Sunday magazines and weekday metropolitan newspapers will be used, carrying full-page ads featuring recipes, menus and service hints. The bulk of the weekday newspaper campaign will range from 1,500 lines to full pages.

Heavy spot concentration is scheduled for leading markets, including New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston and Washington. Swanson already sponsors the five-a-week

"Telephone Game" program in Chicago over WGN-TV.

Special merchandising events will supplement the basic advertising program, the first of which is a selling tie-up between Swanson Chicken Fricassee and the baking industry's new Brown 'N Serve rolls. Other product tie-ups will follow through the summer and fall.

Tatham-Laird Inc., Chicago, is the agency.

**Hagan to Country Gentleman**

James C. Hagan has joined the Chicago advertising staff of Country Gentleman. He was formerly with the Kansas City Star and General Shoe Corp.

**Gets Insurance Account**

Industrial Life Insurance Co., Quebec City, has named the Montreal office of McConnell, Eastman & Co. to direct the company's advertising.

**Employe Communications**

*How to Win Friends Among Your Workers*

BY ROBERT NEWCOMB and MARG SAMMONS

THE LABOR UNIONS are not the only organizations involved in jurisdictional disputes. Department heads in many companies are known to guard their prerogatives with the fierceness of a mother grizzly, and to yield up even the smallest responsibilities with noisy reluctance.

Up to a few years ago, the only probable exception was the employe publication, the mainspring of management communication. The supervision of these journals was regarded as an intolerable labor of love. Whoever had it was stuck with it.

Today, in many companies, the

importance of employer-employe communication has made the employe publication a highly desirable departmental property. Its supervision today involves a certain amount of elbow rubbing with the boys in the executive offices, and the man in charge of employe communication in certain companies has as much respect, responsibility and income as any departmental head.

Three, or perhaps four departments customarily wrestle for the communications assignment. Industrial relations or personnel feels the employe publication and allied media should properly fall within the jurisdiction of industrial relations, because these men live each day with employe problems. Advertising and public relations executives feel that personnel men have no suitable background in journalism and external relations, and that this is essential to the proper piloting of any communications program.

To the authors of this department, it seems to make little difference who has the responsibility, so long as the job is well done. But there is growing evidence that the assignment of communicating with employes is moving out of industrial relations and personnel departments, and into either public relations or advertising. In some companies, communications is being handled as a divisional activity of public relations or advertising, but with a separate, specific identity of its own.

This shift of communications from personnel or industrial relations to public relations or advertising seems justified in the mind of at least one executive who ordered the shift:

"Industrial relations departments today have responsibilities in employe relationships that were undreamed of ten years ago. They have problems of collective bargaining, job evaluation, time study, foreman training, aptitude testing and a thousand others. Communications is essentially a modern journalistic activity. It calls for people not only skilled in handling human beings, but perhaps even more important than that, it calls for people able to express viewpoints and attitudes in attractive, readable and understandable ways."

But it's strictly an individual organization problem, to which no general yardstick can be applied. Some of the best employe journals in the country are coming out of industrial relations and personnel departments. The big reason is probably that the department head has chosen a capable editor and has then given him his confidence to go ahead confidently on his own.

**Kelly Joins McCann-Erickson**

Ted Kelly, former time buyer for Cecil & Presbrey, has been named to fill a similar position at McCann-Erickson, New York.



COMPASSIONATELY TRY. EYE GOT TO PUT SOME NEW LIFE INTO MY PUBLICATION!

**CARTOONS FOR HOUSE ORGANS**

WRITE FOR NEW DIFFERENT TYPE CARTOON SERVICE AT LOW RATES. ALSO ORIGINAL PENCIL SKETCHES SUBMITTED WITHOUT OBLIGATION.

Cartoonist for leading business publications for over 20 years.

J. A. PATTERSON M.O. BOX 227 DEPT. A SPRINGFIELD, MO.

Shopping Center of a Balanced \$449,000,000 Market



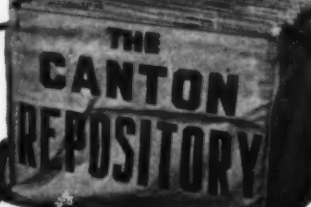
**they eat 43% more in Canton, Ohio**

Retail food sales running 43% above the national average is your assurance that your advertising and selling in the Canton market will produce maximum volume per dollar invested.

It's an economical market to sell. One newspaper—the Repository—reaches the 94,000 families whose well above average incomes are stabilized by over 200 diversified industries and the crops from Ohio's most thickly populated farm area.

Sales potential like this justifies a full schedule in the Repository for all consumer products. Despite claims to the contrary you just can't cover this rich market without the Repository.

100% coverage of a one-newspaper market. 99.3% carrier delivered.



A Brush-Moore Newspaper Represented Nationally by Story, Brooks and Finley





**Cincinnati, Ohio** — “the southernmost of Northern cities” — is unique in many respects. One, in particular, is the very wide variety of its industries. It is the world’s leading producer of soap as well as electrotypes,

machine tools and playing cards. But the Cincinnati area is *not* unique in its readership of LIFE, nor its regard for LIFE. Here, as elsewhere, LIFE is an eagerly-awaited adventure in one out of every three families.

## What happens when LIFE hits Cincinnati?

**BUILT ON SEVEN HILLS** that rise from the placid Ohio, Cincinnati stands close to the geographical center of U. S. population.

Though Cincinnati is unique in other ways too, LIFE magazine has much the same effect on this market that it has in any other American city or town.

**For in Cincinnati, week after week, more peo-**

**ple read LIFE than any other magazine.**

On these pages are examples of LIFE’s local impact in Cincinnati . . . of LIFE’s impress on the minds of leaders in civil, cultural, and commercial affairs . . . of LIFE’s influence on the nationwide sales of Cincinnati’s manufacturers and on the local sales of its retailers.

There is nothing at all unusual about this. For

across the U. S., LIFE is read in one out of every three families — an audience larger than that of any other weekly magazine.

This audience *plus* constant evidence of LIFE’s local impact on that audience are the reasons why advertisers invested more dollars-for-selling in LIFE in 1949 than in any other magazine, more than in any broadcasting network.

### LIFE’s impact is known to leaders in government and commerce



**Cincinnati’s City Manager Wilbur R. Kellogg** has this to say: “LIFE’s pictorial insight into world, national, and local affairs is always colorful, interesting and informative. LIFE’s recent article on city government is a very good example.”



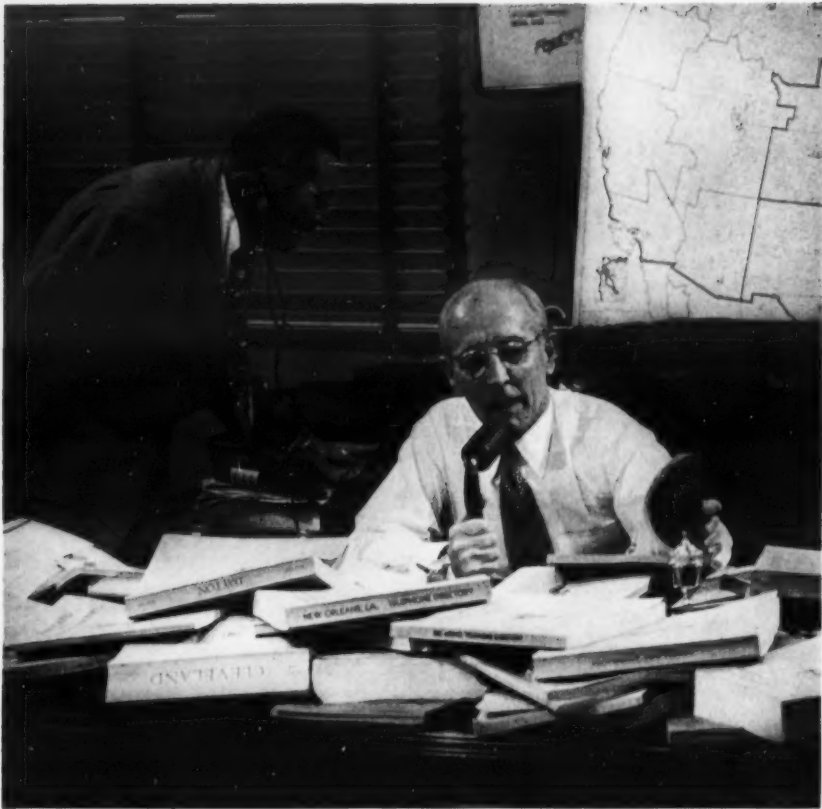
**John J. Emery**, President of Thomas Emery Sons, Inc. and Emery Industries, finds LIFE so important that he gets *two* copies. “My wife and children immediately pounce on one copy. By getting two, I’m assured of one for myself on Friday evening.”



**President of The Kroger Company**, food store chain, is Joseph B. Hall. He says: “LIFE’s advertising impact creates sales. Our two-week advertised-in-LIFE event increased our retail sales 52% the first week; and 46% the second week.”

# Across the nation... only LIFE

... felt in so many ways



**Vice President** and General Sales Manager William A. Bles of the Crosley Division, AVCO Manufacturing Corp., says: "With the power of LIFE helping to move our expanded output of new models we have increased the unit sales of Crosley appliances, television sets, and radios by well over 60%. Dealer and customer response to our advertising is an exciting demonstration of LIFE's local impact."



**John Singer** (standing) is Instructor of Latin, English, and Journalism at Cincinnati's Reading High School. "In the last five years," he states, "I have clipped literally hundreds and hundreds of articles from LIFE, which now form a complete pictorial reference file for the entire school year. LIFE magazine's vivid, informative and comprehensive articles are excellent visual aids for our various classroom projects."

## ...speaking of



**Business leader** Neil H. McElroy, President, Procter & Gamble Co., says: "In its reporting of our times, LIFE plays an important part in stimulating community thinking."



**City Councilman** Charles P. Taft says: "LIFE has achieved an unusual combination of exciting news pictures and serious presentations of high educational value."



**University President** Raymond Walters says: "Many of LIFE's editorials have impressed me as penetrating and vital, forming a real contribution to American thought."

# has this kind of local impact

## ... by so many people



"Enlistments at my station jumped 25% per week right after the release of the LIFE issue on National Defense." So reports Major Willard E. Lowery, in command of Cincinnati's United States Air Force Recruiting Station. "Furthermore," he adds, "because I thought the article so readable, informative and comprehensive, I provided all my recruiters with copies, as an ideal source of reference information."



This picture, from LIFE's photo-essay about an umbrella salesman, showed Guy Porter and Helen Dresselhaus, buyers for The Mabley and Carew Co., Cincinnati department store, ordering 300 umbrellas. "We got hundreds and hundreds of telephone calls and comments from our local friends and business associates," they report. "And our umbrellas went like wildfire . . . so much so that we had to reorder *twice*."

## Cincinnati people



**Industrialists** Joseph S. Stern, Board Chairman, and A. B. Cohen, President, United States Shoe Corp., says: "LIFE is a tower of strength in building up good brands. LIFE has been used in building the outstanding position of Red Cross Shoes today."



**Retailer** Elmer C. Henlein (Pres., Dow Drug Co.) says: "The public responds readily to LIFE advertising . . . and the effect of its impact is very noticeable in our sales. This influence was emphasized to us in our LIFE promotion in all of our stores."

Across the nation . . . only **LIFE** has this kind of local impact

. . . felt in so many stores . . . in sales of so many products



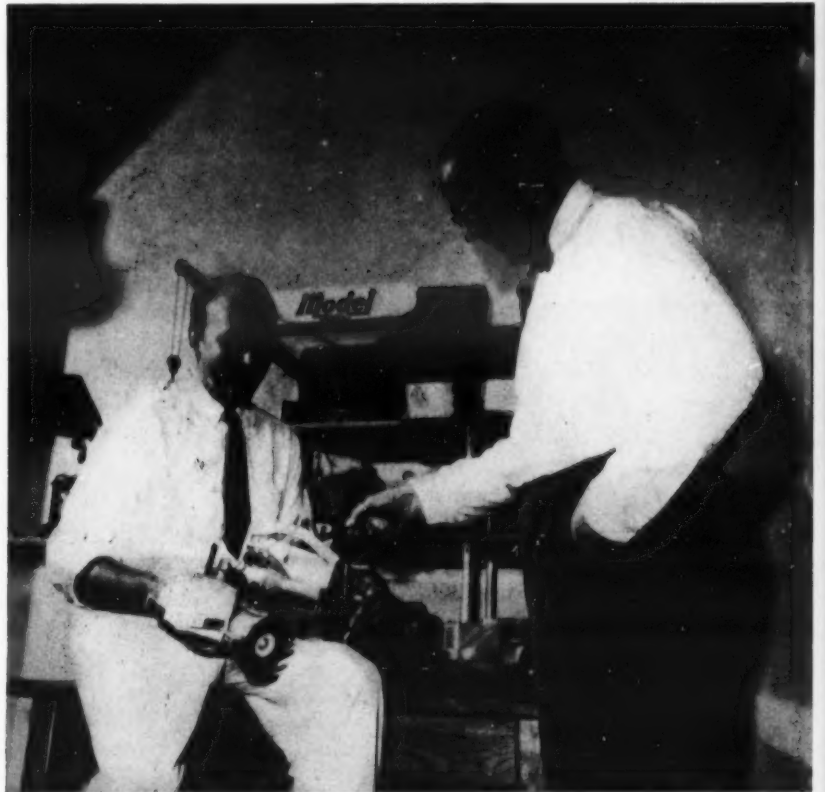
One of Cincinnati's 1533 wholesale houses is L. S. Meyer & Company, whose president (Lawrence S. Meyer) and sales manager (R. L. Oestreicher) are pictured above. As distributors for Hanes men's wear products, they report: "Our records show that, since Hanes products have been advertised in LIFE magazine, there has been a marked increase in consumer demand for these products. As a result, we have widened our distribution in retail outlets and realized increased sales. We owe a lot to LIFE."



Retail business in the Cincinnati area currently runs to around nine hundred million dollars a year. Shillito's, one of Cincinnati's large department stores, is typical of many local retailers who stage advertised-in-LIFE promotions. "The response to LIFE-featured items," says Fred Lazarus III, Vice-president of Shillito's, "proves time and time again the tremendous impact of LIFE magazine. LIFE advertisements and editorial matter are a definite aid in helping us sell merchandise to our customers."



"The stories that have appeared in LIFE about our cars," says Powel Crosley, Jr., President of Crosley Motors, "have made a terrific impact on the consciousness of the public in Cincinnati. LIFE magazine made our Hotshot model a conversation piece overnight, not only here, but across the nation. So I'm not at all surprised that our advertisements in LIFE have turned out to be tops in producing inquiries."



Sales Manager Frederick W. Doepke, of Charles Wm. Doepke Mfg. Co. (toy-makers), says: "One of the first things we did to establish our name was to use LIFE advertising. We now find ourselves among the leaders in the toy industry and we feel quite frankly that LIFE magazine played a very definite part in securing our firm this recognition. Our experience with LIFE magazine has been most gratifying."

**LIFE** moves goods . . . because **LIFE** moves people

# Advertising Is a Tool of Mass Education: Gale

COLUMBIA, Mo.—As long as America maintains free educational institutions and a free press, there is no danger that advertising of facts and ideas regarding the economic system will fix an inflexible pattern of thought, according to Samuel C. Gale, vice-president in charge of advertising and public services, General Mills, Minneapolis, and chairman of the Advertising Council.

Speaking during the 41st annual Journalism Week at the University of Missouri, Mr. Gale described the history and accomplishments of the Advertising Council, whose campaigns he described as the "fourth dimension of advertising."

He suggested that the educational process in America has two phases—the formal education in schools and colleges, and the dissemination of information and ideas through the channels of mass communication.

"Increasingly," he declared, "formal education and its practitioners on the one hand, and journalism and advertising on the other, are working closer and closer together in the joint approach to the performance of their functions."

"Of course," said Mr. Gale, "we all recognize that journalism in all its applications always has been and is today the principal medium, aside from formal educational institutions, for disseminating information and ideas."

"The use of advertising in this field is a new and still limited development. But this in no sense makes advertising the competitor of the press, the radio, the book publisher or any other channel of journalistic expression. Advertising... is almost wholly a supplement to the function of journalism, rather than a rival."

He said that both journalism and advertising have common aims and purposes—broadening the mass educational processes and strengthening the social and political structure.

But he added that the two forces operate in different fields. "Journalism is... overwhelmingly concerned with issues and matters of current disagreement. It is fundamentally disagreement that makes the news. Journalism primarily is the great sounding board where we argue out the problems and issues that confront us, until we have reached a point of general agreement as to the course to take."

"But once that general agreement has been reached, there is little of news value left. It is precisely at that point where fourth dimensional advertising, as represented by the Advertising Council, comes in."

"Once general agreement has been reached," he continued, "the agreement becomes a building block in the political, social and economic structure, 'and if we are not constantly reminded of these areas of agreement and of this base upon which we stand... we are in constant danger of losing much of the hard-earned progress which we already have achieved.'"

### Appoints Umland Agency

Umland & Co., San Francisco, has been named by Troy of California, San Francisco, to handle the presentation and promotion of its fall and winter line of sportswear and a new fashion item for men, women and teen-agers, to be announced soon. Magazines, newspapers and trade publications will be used.

### Harrower Names Sprinkel

Beatrice Sprinkel, formerly assistant manager of advertising and public relations of Cutter Laboratories, Berkeley, Cal., has been named assistant advertising manager of Harrower Laboratory Inc., Jersey City.

### Gordon Is WNAW Manager

William E. Gordon, sports director of Station WNAW, North Adams, Mass., has been promoted to manager of the station.

### Bowes Industries to Monk

Bowes Industries Inc., Chicago, maker of a line of paper table service including a new plastic-surface paper plate, has appointed Howard H. Monk & Associates, Rockford, Ill., to direct its advertising and sales promotion. Newspapers will be used.

### Preston Moves Offices

Harold P. Preston, New York, advertising and publishing counsel, has moved from 17 E. 49th St. to 17 W. 44th St.

### Ednalite Optical to Esmond

Ednalite Optical Co., Peekskill, N. Y., manufacturer of filters, precision optical and photographic products, has placed its advertising with Lawrence Esmond Advertising Corp. Consumer and trade publications will be used.

### Lowe Made Esty V. P.

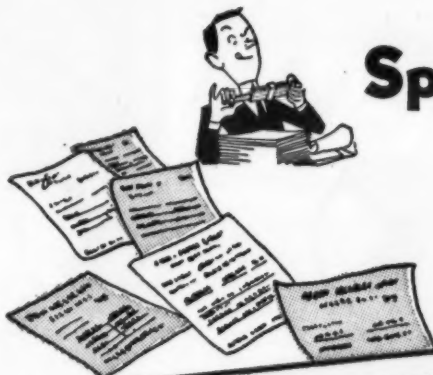
Henry W. Lowe, account executive on Colgate-Palmolive-Peet for William Esty Co., New York, has been elected a vice-president of the agency.

### Shenango Goes National

Shenango Pottery Co., New Castle, Pa., will begin the first national advertising campaign in the company's history this fall for Epicure Ceramic Cook Ware in national magazines, through Norman D. Waters & Associates, New York.

### 'Hunting & Fishing' to Move

Hunting & Fishing is moving its Chicago office from 605 N. Michigan Ave. to 612 N. Michigan Ave., effective June 1.



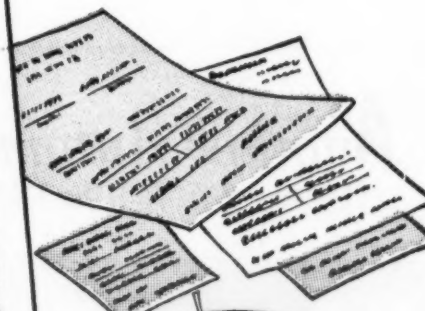
## Space Buyers, Bless 'em! They Showered Us With Orders!

GENERAL ADVERTISING 1949		
(Including Automotive)		
DAILY NEWSPAPERS — PACIFIC COAST KEY CITIES		
Rank	City and Newspaper	Total Lines
1	Los Angeles HERALD EXPRESS	3,831,441
2	Sacramento BEE	3,723,762
3	Los Angeles TIMES	3,681,017
4	Seattle TIMES	3,372,455
5	San Diego TRIBUNE SUN	3,313,535
6	Oakland TRIBUNE	3,258,654
7	Fresno BEE	2,915,296
8	TACOMA NEWS TRIBUNE	2,845,039
9	San Francisco CALL BULLETIN	2,799,505
10	Los Angeles EXAMINER	2,780,948
11	San Diego UNION	2,756,734
12	Portland JOURNAL	2,725,668
13	San Francisco NEWS	2,445,512
14	Portland OREGONIAN	2,398,046
15	Spokane CHRONICLE	2,391,011
16	San Francisco CHRONICLE	2,293,447
17	San Francisco EXAMINER	2,272,960
18	Los Angeles NEWS	2,175,034
19	Seattle POST INTELLIGENCER	2,091,839
20	Spokane SPOKESMAN REVIEW	2,057,820
21	Oakland POST ENQUIRER	1,667,518
22	Modesto BEE	1,429,108
23	Pasadena STAR NEWS	1,427,339
24	San Diego JOURNAL	1,304,480
25	Los Angeles MIRROR	1,264,358
26	Sacramento UNION	830,012
27	Pasadena INDEPENDENT	760,199

All Figures in Lines From MEDIA RECORDS, INC.

And there's a reason!

Facts prove: Tacoma's a "must buy" for advertisers who want to do a complete selling job in the vital, growing Puget Sound country!



## Think TWICE About Tacoma!

(Washington's Second Market)

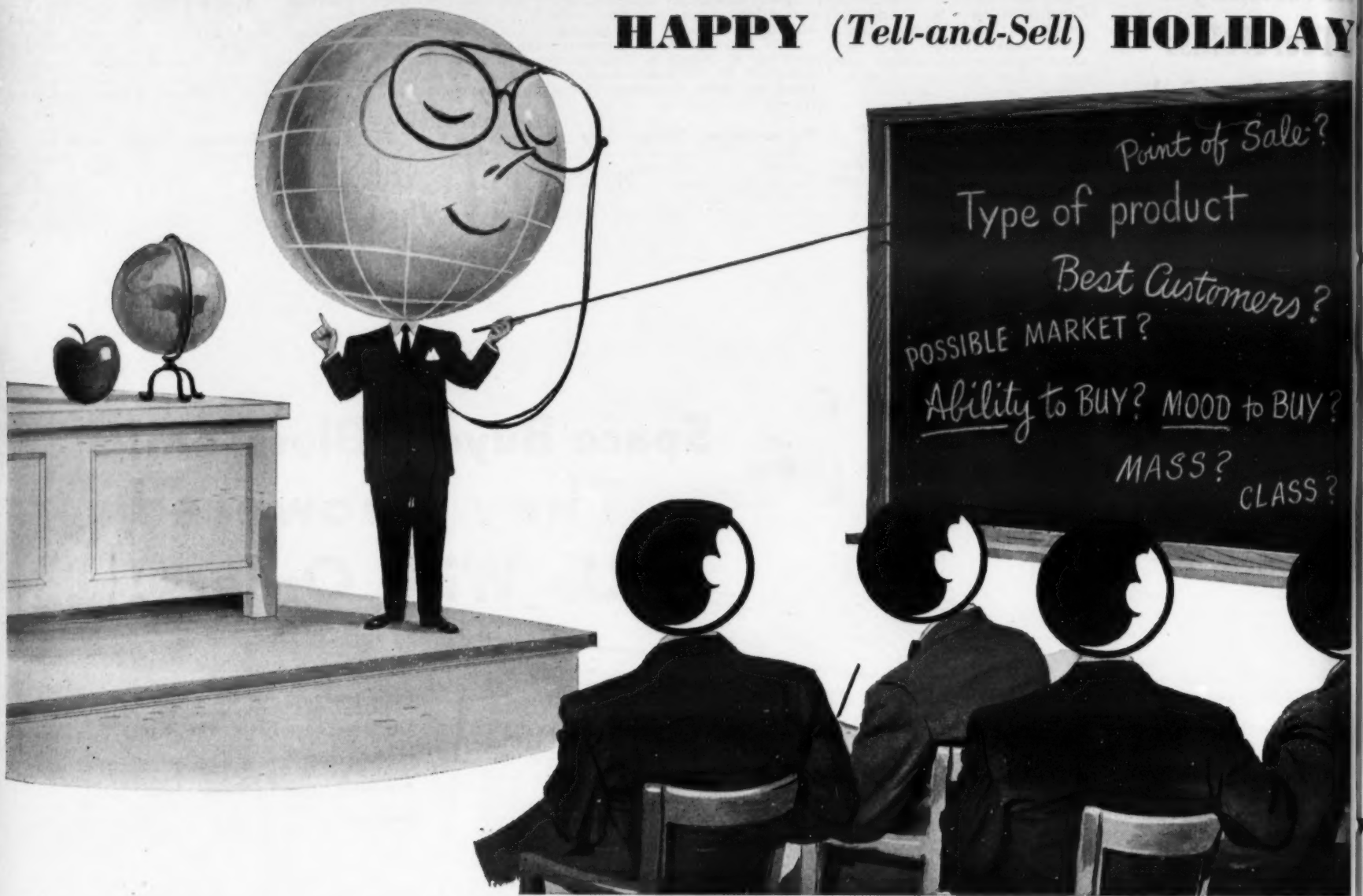
Think first: Tacoma's a market which demands full, effective coverage. Think second: Only the Tacoma News Tribune delivers the impact you need. (Just check these daily newspaper coverages in Tacoma-Pierce county.)

- TACOMA NEWS TRIBUNE 96%
- Seattle Morning Paper 11%
- Seattle Evening Paper 3%



Represented Nationally by Sawyer, Ferguson, Walker Co.

# HAPPY (Tell-and-Sell) HOLIDAY T



## Another Automotive Case History from the files of **HOLIDAY** . .



When does the average motorist buy replacement parts? Ask him, and he'll say, "When something goes wrong." Ask him why he waits for trouble, and he'll tell you that's the only way he knows he needs a new part.

Of course, there are some drivers who really baby their cars. They have them checked regularly and keep them in top condition. The Grey-Rock Division of Raybestos-Manhattan, Inc., has done an outstanding job of selling brake linings by reaching such drivers with its advertising in *Holiday*.

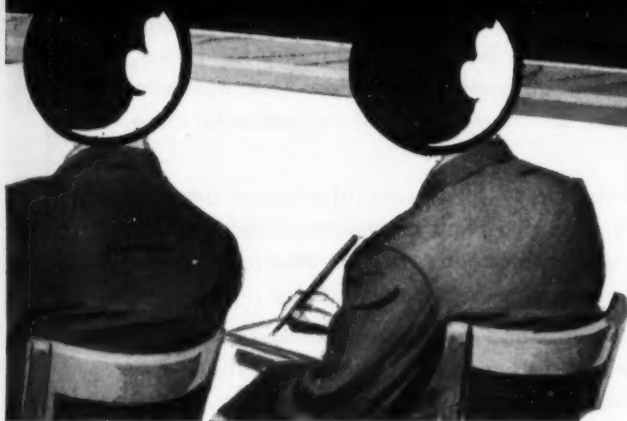
Grey-Rock has been in *Holiday* since its very first issue because, as James A. Wheatley, Jr., Grey-Rock Sales Manager, says, "*Holiday* appeals to the people who own more cars and use them more. They're used to good living and doing things right. They take care of their cars. And in our business this combination of extra miles, extra money, and extra care means extra sales. We

# HOLIDAY SELLS THE IDEA T

AY TELLS:

# THE PROBLEM OF A PRODUCT NO ONE KNEW WHEN TO BUY

$MXC=R$   
 $H=MXC$   
 $H=R$



think of Holiday readers as our most logical prospects.”

And the men who sell Grey-Rock brake linings feel the same way about Grey-Rock advertising. Harold W. Davis of the Brake Institute Garage, 1520 Belfield Avenue, Philadelphia, Pa., says, “You bet I’m in favor of Grey-Rock’s advertising in Holiday. I’ve noticed that the people who *ask* us to check their brakes are the people who own good cars and really use them. They’re the kind of people who read Holiday.”

Automobile manufacturers have had the same experience. And Holiday’s automobile advertising has broken records. *Last year Holiday carried a larger number of pages of passenger-car advertising per issue than any other general magazine in the country.* For more information on Holiday’s phenomenal ability to sell cars, parts, and accessories, write: Holiday, Independence Square, Philadelphia 5, Pennsylvania.

Here are the facts on

## HOLIDAY’S GIANT AUTOMOTIVE MARKET!

**CAR OWNERSHIP**—Holiday families own five cars for every four families.

**USE**—Holiday families drive 50% more than the national average. Last year they clocked over 13 billion miles.

**GAS AND OIL CONSUMPTION**—In one year Holiday families burn up over 961 million gallons of gas and over 76 million quarts of oil. 82% use premium motor oil.

**CAR POLISH OR WAX**—47% bought car polish or wax.

**ANTI-FREEZE**—72% use anti-freeze.

**PURCHASE OF REPLACEMENT PARTS**—Last year more than 138,000 Holiday families spent over \$3 million to have their car brakes relined . . . over 84,000 bought headlamps . . . over 72,000 bought piston rings . . . over 246,000 bought oil filters or cartridges. They bought 330,000 batteries and over 2 million spark plugs.

Source: Holiday’s automotive survey projected on base of 800,000 reader families.

# THAT SELLS THE GOODS!

### 'PR News' Gives 10 Annual Awards

NEW YORK—The first presentation of *Public Relations News* annual achievement awards for distinguished accomplishment in public relations in 1949 went to the Mutual Life Insurance Co. of New York May 2, at a luncheon held at the Waldorf-Astoria Hotel.

The presentation was made on the occasion of the fifth anniversary of the founding of *Public Relations News*. Additional presentation ceremonies will be held in the headquarters cities of nine other winners.

The other companies and organizations to receive awards include: General Electric Co.; Great Atlantic & Pacific Tea Co.; Monsanto Chemical Co.; National Cotton Council of America; American Petroleum Institute; National Association of Margarine Manufacturers; Advertising Council; Freedoms Foundation, and *Financial*

**World.**

The presentation marked the first year that *Public Relations News* achievement awards have been given. They have been planned as an annual event for the recognition of accomplishment in public relations.

The winning organizations were selected as the ten best from screening those whose programs were studied during 1949 by Glenn Griswold and Denny Griswold,

**editors of Public Relations News.**

Final selections were made by an editorial advisory board including: Howard LeSourd, dean, Boston University School of Public Relations; Holgar Johnson, president, Institute of Life Insurance; Leslie Stratton, national public relations director, Boy Scouts of America; J. Handly Wright, assistant to the president, Monsanto Chemical Co.; and James P. Selvage, partner, Selvage & Lee, public relations counsel.

**Red Top Brewing to R&R**

Red Top Brewing Co., Cincinnati, has appointed Ruthrauff & Ryan, Cincinnati office, to handle its advertising, effective Aug. 1. The account was formerly directed by Jesse M. Joseph Advertising Agency, Cincinnati.

**Tandy Agency Names Two**

Warren H. Wilkes has been named vice-president and director of Tandy Advertising Agency, Toronto. He joined the agency in

1935. Robert C. Morgan has been appointed secretary-treasurer of the agency.

**Smart & Final Names Miner**

Smart & Final Co., Los Angeles, has appointed Dan B. Miner Co., Los Angeles, to handle its advertising.

**Joins Rowe & Wyman**

Russell N. Withenbury has been appointed account executive of Rowe & Wyman Co., Cincinnati.

# INDUSTRY and POWER

INDUSTRY AND POWER is directed editorially to the Plant Engineering Group. These are the executives and engineers responsible for the generation, transmission, distribution, and utilization of energy in its various forms for power, processing, and related plant services in all types of industries. Their duties include selection, installation, operation, and maintenance of equipment for these functions and services.

I & P will continue—as it has for thirty years—to present information that will appeal to each of the departments within the Plant Engineering Group. Each issue is balanced with immediately applicable suggestions for men in these departments, and with more general information for the entire group.

In choosing the men to make up its expanded and improved editorial staff, I & P's publishing committee has selected its men with great care. They have a thorough knowledge of the publishing business and of the field encompassed by I & P's editorial scope. I & P's editorial staff is second to none and publishes a magazine second to none.

**PUBLISHING COMMITTEE:**

- L. E. Crist, Chairman
- C. L. Seaman
- A. M. Roe
- M. J. Sanders
- O. D. Young
- W. J. Hargest
- E. W. F. Feller
- J. B. Klein

## INDUSTRY AND POWER

ST. JOSEPH, MICHIGAN

Maximum Service to Advertisers Through Maximum Usefulness to Readers



**HAROLD L. FLYNN, Correspondent**



Located in New York City, Mr. Flynn is one of America's foremost writers on management, industrial and technical subjects. His special reports on petroleum, plastics and stainless steel are widely used. He has been associate editor of *Steelways* and *American Machinist*, and chief editor of *Canadian Plastics* and *Machine Production*. As correspondent for INDUSTRY AND POWER, he will furnish our readers with spot news from the east coast, and will cover feature articles on assignment.

**STANLEY E. COHEN, Correspondent**



News from the Nation's capitol will be published regularly in INDUSTRY AND POWER under Mr. Cohen's "Byline". An outstanding Washington correspondent and reporter, he is Washington editor of *Advertising Age* and *Industrial Marketing*, and contributes to *Purchasing News*. Mr. Cohen is a member of the White House Correspondents' Association, National Press Club, Business Correspondents' Washington Committee, National Conference of Business Paper Editors, and Society of Business Paper Editors.

USE ONE... OR ALL FIVE!



Yardsticks for measuring sales opportunities in IOWA

When you want to measure the sales opportunities in Iowa, use these yardsticks—any or all. Find out what Wallace's Farmer and Iowa Homestead means to its readers, in the best nine-out-of-ten Iowa farm families.

1. **COVERAGE:** Check ABC figures on this page for the breakdown of actual farm coverage.
2. **QUALITY OF READER:** See the study titled "Measuring the World's Biggest Farmer", based on special U. S. Census tabulations.
3. **READER TRAFFIC:** Check your Continuing Study of Farm Publications No. 4 for readership facts about both Iowa farm men and women.
4. **READER PREFERENCE:** Send for "InFARmation Please", a study of the information sources of Iowa farmers, based on Iowa State College area sampling survey.
5. **DEALER PREFERENCE:** Tell us the kind of dealer you're interested in, we'll give you the dealers' own answers about the type of advertising they prefer.

FOR SALES-BUILDING

WALLACES' FARMER AND IOWA HOMESTEAD

Des Moines Iowa Dan M. Pierce Publisher



**Four Appoint Hosler**

Hosler Advertising Inc., Peoria, Ill., has been appointed to handle the advertising of Abingdon Potteries, Abingdon, Ill.; L. R. Nelson, Peoria, sprinklers; Pekin Specialty, Pekin, Ill., and Tonemaster, Peoria, hearing aids.

**To Lockwood-Shackelford**

Lockwood-Shackelford, Los Angeles, has been retained to handle the advertising of Caltex of California, Los Angeles manufacturer of swim suits and sportswear.

**Gott to Great Lakes Carbon**

Donald H. Gott, formerly sales manager of the door division of Mengel Co., has been appointed manager of dealer sales of the building products division of Great Lakes Carbon Corp., New York.

**Scheurle Joins Wagenseil**

Lincoln Lewis Scheurle, formerly field representative of Hooper-Cameron Agency, Chicago, has joined the television-radio division of Hugo Wagenseil & Associates, Dayton agency.

**Mutual Insurance**

**Co.'s Light Verse**

**Tells about Moving**

NEW YORK—Mutual Life Insurance Co. of New York gave public notice of its move from 34 Nassau St. to Broadway at 55th St. last Tuesday with a newspaper ad in light verse, titled "A Ballad for Moving Day."

Serving as an institutional pro-

motion, the ad thanked Mutual's many outside contractors in planning, building and moving the company into a new building.

Mutual moved into the building May 1 and waited to run its 1,000 and 640-line announcement ads until the next day.

The move brought a shipment of \$2 billion of securities from the downtown financial district in an armored car fleet that completed the job in five hours. The largest single shipment was a \$15,000,000

pipe line bond. About 250,000 pieces of valuable paper were moved.

Doremus & Co. handles the account.

**Peggy Clagett Joins Agency**

Peggy Stevenson Clagett, home economics editor and advertising writer, has joined Ketchum, MacLeod & Grove, Pittsburgh, as an account executive in the consumer merchandise division of the public relations department.

**Reelects Hitchcock**

Hugh W. Hitchcock, director of public relations and advertising of Packard Motor Car Co., Detroit, has been reelected chairman of the public relations committee of the Automobile Manufacturing Association.

**Nesco Promotes Manning**

Joseph F. Manning Jr. has been promoted from assistant advertising manager to manager of advertising and sales promotion of National Enameling & Stamping Co., Milwaukee.

**Expands and Strengthens Editorial Staff For Unexcelled Service to the Plant Engineering Group**

**WILLIAM J. HARGEST, Editor**

In publishing, Mr. Hargest has held positions as editor of *American Exporter Industrial* and *The Machinist* (London), and associate editor of *American Machinist* and *Railway Mechanical Engineer*. As a war correspondent, he covered stories on British ordnance and power production, operation and maintenance of mechanized military equipment, the effect of bombing of German war plants, and design and production of German flying bombs and rockets.

During the early 1930's he taught mechanical engineering at Pratt institute, and wrote texts on power plant design and operation, heat engines, combus-

tion of fuels, and mechanics. He also edited articles for *Mechanical Engineering*, *Journal of Applied Mechanics*, and *ASME Transactions*. As consulting engineer he has designed diesel-electric plants and steam plants for manufacturing processes.

Mr. Hargest is a member of The American Society of Mechanical Engineers, Institution of Production Engineers (London), and Ingenieurs Civils de France. In 1946, he participated in organizing the World Engineering Congress, and is a charter member. He has served on many ASME committees, including that society's War Production Panel, and the Oil and Gas Power, Metals Engineering, and Railroad Divisions.



**EUGENE W. F. FELLER, Managing Editor**

An outstanding practical engineer with 22 years' operating and supervisory experience in steam and hydroelectric plants, Mr. Feller entered the publishing field nine years ago as associate editor of *Power*. For the past two years he has been managing Editor of *Operating Engineer*.

The June, 1949, Supplement to "International Who's Who" records that he is a graduate of Coyne National Trade School, ICS courses in steam and electrical engineering, and industrial safety at Johns Hopkins University. At the Safe Harbor plant of

Safe Harbor Water Power Corp., he compiled instructions and trained operating and maintenance personnel when the plant was put into operation. After entering editorial work, Mr. Feller authored two books in the power field: "Air Compressors" and "Instrument and Control Manual for Operating Engineers". He has been active in the affairs of engineering societies, including the National Association of Power Engineers, National Association of Corrosion Engineers, Instrument Society of America, and the National Association of Refrigeration Engineers.



**R. A. MOLLER, Associate Editor**

Prior to joining the editorial staff of *INDUSTRY AND POWER* two years ago, Mr. Moller worked 15 years in the air-conditioning and air-handling fields as designer and consultant. He was associated with Chrysler Corp., Airtemp Div.; Ilg Electric Ventilating Co.; and Cardox Corp. as a research and development engineer in air conditioning, fan and blower design, and CO<sub>2</sub> refrigeration. For five years he was district office engineer in the northwest for the Westinghouse Electric Corp., B. F. Sturtevant Div. His responsibilities there consisted of designing air-conditioning and pneumatic conveying systems, and solving difficult air-handling problems in the field.

Mr. Moller came directly to *INDUSTRY AND POWER* from the Baker Ice Machine Co. As field representative, he had complete charge of all low-pressure and high-pressure refrigeration systems in his 3-state area, and was directly responsible for equipment design and installation.



A graduate of University of Alabama and post-graduate of Chicago Technical College, Mr. Moller holds BS degrees in Civil and Mechanical engineering. He is a registered professional engineer, and has been active in the American Society of Refrigeration Engineers and the American Society of Heating and Ventilating Engineers.

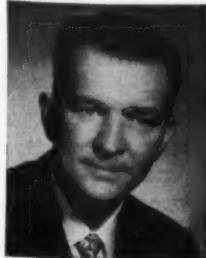
**A. B. WHITE, Associate Editor**

A director in the welding group for one year, and research engineer for six years at the Westinghouse Research Laboratories, Mr. White has had wide experience in electric power utilization and distribution. He was engaged in many wartime research projects, including electrical instrumentation, radar, jet propulsion and nuclear physics; also, in developing manufacturing techniques suitable for mass production of equipment evolved in the laboratory. During this period, he obtained numerous patents on welding processes, power-supply equipment, and electronic control units. He also supervised installation of equipment for Westinghouse's

\$160,000 welding laboratory. Two years ago Mr. White joined the Clark Equipment Co., one of the country's largest users of automatic arc welding equipment. As welding engineer, he supervised welding operations and equipment maintenance, and was responsible for original developments in electro-forging and welding processes. A graduate of Notre Dame, Mr. White holds degrees of BS in electrical engineering and MS in mathematics. He is a member of the American Welding Society, has presented papers at AWS national meetings, and at present is vice-president of the AWS Michiana Section.



**FRANK C. DONOHUE, Assistant Editor**

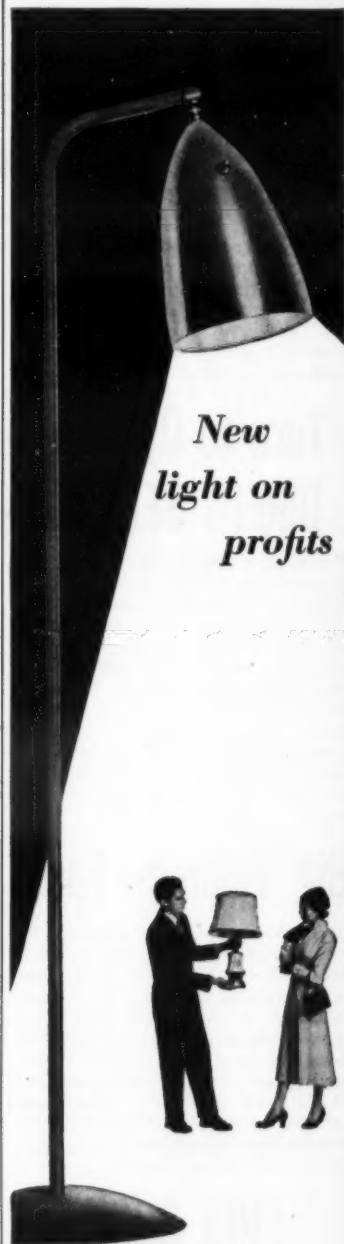


During the war, Mr. Donohue served as warrant officer in the Navy, specializing in radio and electronics. Before the war and since, he has been in press wireless communications, covering foreign news, as well as engineering and business articles of international scope. Mr. Donohue is a practical engineer with 20 years' experience in electrical engineering, and with an educational background that includes 10 years' continuous study in New York City colleges and universities.

**MARY MARGARET TYM, Production Manager**



A graduate of the University of Illinois, Miss Tym had several years experience in office management before she came to *INDUSTRY AND POWER*. As production manager, she has demonstrated a remarkable ability for bringing order and organization to the multitude of details that are a part of magazine publishing. Working with the editorial department, she compiles the advertising pages and arranges print-shop schedules for the forms that make up each issue of the magazine.



Switch your advertising to *HOUSE BEAUTIFUL*, if you want your profit picture brighter! More home furnishings advertisers use more of its pages than of any other magazine because its 2,500,000\* readers (50,000 of whom are retailers) are the most actively responsive magazine audience in America!

\*4.5 readers per copy, based on publisher's surveys.

**House Beautiful**  
sells both sides of the counter

### GE Exhibit Train Starts Year Tour

New York—General Electric Co. has launched the largest industrial marketing project in its history with its new "More Power to America" special train. Introduced at Grand Central Terminal, the 10-car, stainless steel, diesel-driven exhibit train contains more than 2,000 products and will visit about 150 key industrial centers during the next 12 months (AA, March 27).

This exhibit is believed to be the first time all of the apparatus for producing, distributing and utilizing electric power has been displayed in one series of related mobile displays.

At a press conference, Henry V. Erben, vice-president and general manager of the apparatus department of GE, said production of durable equipment has been receding since 1948 and that the GE train is expected to help reverse

the trend.

Chester H. Lang, vice-president in charge of apparatus sales, pointed out that selling electric equipment sets off a "chain reaction" of sales that activates many other segments of industry.

The exhibits are grouped in 11 different sections. Divisions include displays of electric drives and controls, materials handling, welding, electric heating, industrial lighting, measurement devices, national defense and security prod-

ucts, and civic improvement aids, as well as public utility and industrial power equipment.

#### Sylvania Gets New Office

Sylvania Electric Products, New York, has moved from 500 E. 5th Ave. to 1740 Broadway where the following divisions are now located: advertising, executive and administration, accounting, industrial relations, international division, legal department, New York sales division, purchasing, and photolamp division.

#### Fuller Brush Promotes Two

Lester H. Carl has been appointed assistant general manager of Fuller Brush Co., Hartford, Conn. A. O. Wittman, district supervisor in Minneapolis, has been named to succeed Mr. Carl as industrial sales manager in Hartford.

#### O'Keefe's Names Buddo

Charles W. Buddo has been appointed sales manager of O'Keefe's Brewing Co., Toronto. He succeeds J. R. Maynard, who has been appointed general manager.

#### Arnold Made Agency V. P.

Charles B. Arnold has been elected vice-president and operations manager for Mid-Continent Advertising Agency, Dallas. He was formerly a specialist in automotive accounts with the *Houston Chronicle*.

#### Flint Agency Names Haimann

Flint Advertising Associates, New York, has added Walter M. Haimann, formerly with Jardine Liquor Corp., as an account executive.

# What kind of President would Eisenhower make?

The astonishing fact is:

# NOBODY KNOWS



The second Eisenhower boom is on . . . not yet formidable, but rumbling.

The Gallup polls show Eisenhower is still far and away the most popular candidate the Republicans could pick. And the shrewdest political judges agree.

Yet what do we really know about his measure as the man for the presidency? Astonishingly little.

Harper's asked one of the keenest political reporters of the times, Richard C. Rovere, to make a critical appraisal of Eisenhower, as he did in a brilliant and widely discussed series in Harper's, on candidates of the last election.

His article in the May issue is a search for evidence that *is* evidence . . . a scratching below the surface in records, books, speeches . . . a careful assessment of what we *do* know. It shows Eisenhower is still surprisingly close to a mystery.

In 1948, no one knew whether he

was a Democrat or a Republican. No one even knew whether *he* knew what he was. Since then, he has made bales of speeches, but what have they really told about the man who may soon be telling us and the world a great deal?

Five tenderly patriotic books have been written about Eisenhower since 1944. What do they do to clear up a twenty-seven year gap in the record?

What do the war years tell us . . . his own "Crusade in Europe"? Was he an astute strategist . . . or were the great decisions Roosevelt's? Or Marshall's? Was he really the architect of political unity between bitterly opposed factions . . . or did he show, in at least one incident, "an alarming political and military insularity?"

What of the two years as university president? Have they been years of failure . . . or, as some reporters say, an eminent success?

All these questions Mr. Rovere explores in earnest detail. For his own summing up, he pictures Eisenhower as a standard American personality with a standard American

## ... THIS \$7 BILLION Miracle Market IS FOR YOU . . .

. . . if you can use bigger volume . . . if you want bigger profits . . . if you want to cut sales costs . . . if competition is edging you out of the picture . . . if you're looking for a sound, practical, proved way to move more merchandise, faster . . .

### Turn to Dynamic DIRECT SELLING

Thousands of ambitious men and women are ready to take on your product or service on a straight commission basis. They'll advertise it, demonstrate it, and sell it direct to your customers. Without consumer advertising, without price-cuts, credit losses or inside discounts, they'll turn in a cash volume that can keep your plant working to capacity. You can reach these salespeople in 90 days, thousands of them, and put them to work for you getting right-now results.

### Big Volume—Fast!

In months instead of years you can be doing business in every state and territory. Direct Selling has built giants in retailing—a \$25,000,000.00 brush manufacturer, an \$18,000,000.00 hosiery company, a \$12,000,000.00 dress maker, a \$35,000,000.00 cosmetics distributor . . . and hundreds of others. Last year direct salespeople sold more than seven BILLION dollars worth of goods and services . . . that's the miracle of Direct Selling.

### FREE BOOK GIVES ALL FACTS

How to tap this vast selling force and get AT-ONCE results . . . how to present your product or service to them . . . how to perform this low-cost sales miracle . . . these and all other questions answered in fascinating FREE Booklet prepared by OPPORTUNITY, the leading magazine in Direct Selling. Mail letter head for your copy.

### OPPORTUNITY MAGAZINE

Dept. A-13, 28 E. Jackson Blvd. Chicago 4, Illinois

### Instant Tender Leaf Campaign Planned

NEW YORK—Standard Brands will open a newspaper campaign for Instant Tender Leaf tea in seven marketing areas from Maine to Florida in June, with a premium offer of a full-size jar of tea free to anyone sending in a box-top or bag from any-brand of tea. The offer is being made to convince tea drinkers of taste, convenience and economy advantages of Instant Tender Leaf tea, by encouraging comparison tests free of charge.

Box-tops with name and addresses are to be forwarded to Standard Brands by the customer, who will receive a gift certificate exchangeable for a free jar of Instant Tender Leaf. Standard Brands will redeem certificates from dealers at the regular retail price. Compton Advertising is handling the account.

### Sylvania Elects Balcom

Sylvania Electric Products, Boston, has elected Max F. Balcom, with the company since 1918 and treasurer since 1944, as chairman of the board, to succeed the late Walter E. Poor. Frank A. Poor, founder of Sylvania, was elected vice-chairman.

### Joins Patterson & Wittrup

Lillian Maynard, an artist's representative formerly with Lawrence Studio, has joined Patterson & Wittrup Studio, New York.

### Sherwin-Williams' Super Kem-Tone Bows in Cleveland

CLEVELAND—Sherwin-Williams Co.'s Super Kem-Tone, new water-mix latex base interior paint, which went on sale yesterday (May 7) in the Cleveland market, will be supported by large scale newspaper advertising. The new paint, originally scheduled for a national campaign, has been curtailed by a shortage of a chief ingredient. Sherwin-Williams has deferred a national campaign for Super Kem-Tone until fall, when full production is expected. Fuller & Smith & Ross is the agency. The new paint is emphasized as washable. Tests show it standing up under repeated washing even better than oil paints. Stressing ease of application, S-W says it goes on more evenly than regular Kem-Tone, especially in deep colors. The price is \$1 more per gallon.

### Houston Joins 'Argosy'

Harry P. Houston, formerly West Coast manager of the Fawcett Publications, has been appointed West Coast representative of Argosy, and will make his headquarters in Los Angeles.

### Grant Adds Metzger

Grant Advertising, New York, has appointed Charles F. Metzger, formerly with Vick Chemical Co., to the copy staff.

mind, who appeals to the people as a world figure—a personage above party strife at a time when bickering between parties is obscuring vital public issues. He believes the general's popularity is based on a dangerous confusion of categories . . . on the assumption that outstanding achievement in one job means outstanding promise for another. Yet he admits we can't be sure: Eisenhower may be a "man of destiny" who will rise to the measure of the presidency.

You may agree or not with the conclusions of this gifted journalist. But Rovere's careful line-up of what we know and what *nobody knows* about Eisenhower will help you to a sounder appraisal of your own, as the whoop and holler begins to sound for the most popular candidate for the candidacy.

Harper's is the place where you'd expect to find a first questioning look . . . a thoughtful weighing of the known and the unknown. For Harper's has illumined men's minds with a clear and impartial light on foggy issues for a full century.

As Walter Lippmann once said, Harper's is the place where ideas are hatched. It is read by people who value ideas and don't mind being nudged now and then by a fresh, new notion. We call these people *dealers in ideas*, because they write, teach, preach, speak, edit, govern and manage. Their personal ideas pass along, with authority behind them, and become public opinion.

If you haven't read it yet, we'll be glad to send you the May Harper's, with Richard H. Rovere's article THE SECOND EISENHOWER BOOM. Write for a copy

## How to Make a Centennial Issue Really Work for You



One of the most important facts about the Centennial Issue of Harper's in October next, is the way it will be put to work.

In the magazine, the advertising pages will get extraordinary attention. They'll be part of the record of American industry's coming of age. They'll help to shape opinion, sell proud names and products. But more than that, they'll be the springboard for unusual product and public relations campaigns.

For example . . . the special folder shown here is designed for reprinting your Centennial advertisement. Use it to impress a wide audience . . . with the full weight of Harper's century of prestige behind it. Mail it, with a then-and-now message, to . . .

- . . . STOCKHOLDERS AND EMPLOYEES
- . . . DEALERS AND DISTRIBUTORS
- . . . POTENTIAL INVESTORS
- . . . VISITORS TO YOUR PLANT
- . . . MEMBERS OF CONGRESS
- . . . STATE LEGISLATORS
- . . . CLUBS AND ORGANIZATIONS

Write for full details of Harper's Centennial merchandising program . . . and the help of our merchandising staff in planning special events of your own.



*makes opinion*

49 EAST 33rd STREET, NEW YORK 16, N. Y.

Famous  
firsts  
in  
T-V

In 1925 the first motion picture film was successfully transmitted by a television signal.



Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.



REPRESENTING

- Birmingham . . . . .WBRC-TV
- Columbus . . . . .WBNS-TV
- Los Angeles . . . . .KTSL
- New Orleans . . . . .WDSU-TV
- Omaha . . . . .WOW-TV
- Richmond . . . . .WTVR
- Salt Lake City . . . . .KDYL-TV
- Seattle . . . . .KING-TV

**Appoints Richard Dunn**

Richard M. Dunn, formerly radio and TV producer-director of N. W. Ayer & Son, has been appointed manager of the radio and television department of Stockton-West-Burkhart, Cincinnati. He will make his headquarters in the New York office, to be opened about June 1. At Ayer, Mr. Dunn also served as assistant program and talent buyer and office manager of the radio and TV department.

**Smalley Appointed V. P.**

H. L. Smalley has been named vice-president in charge of sales of Harbison-Walker Refractories Co., New York. He has been with the company for 28 years, most recently as assistant to the vice-president.

## ABP Presents Awards for 24 Series of Ads in Industrial Publications

(Picture on Page 53)

St. Louis—The Associated Business Publications presented awards here last week to 24 manufacturers and their agencies for the excellence of their advertising campaigns that appeared in industrial publications during 1949. A fortnight earlier, in New York, ABP gave awards for campaigns in merchandising papers (AA, April 24).

The industrial paper awards were

presented by the ABP during a regular luncheon meeting of the Advertising Club of St. Louis, which was attended also by members of the local chapters of the Industrial Marketing Club, Sales Managers Bureau, American Marketing Association, Women's Advertising Club and Junior Advertising Club.

The winning campaigns were selected from 475 entries, advertising a wide range of products and

services, in a national contest which has been sponsored annually for the past eight years by the ABP.

The winners were selected by a panel of 18 judges, all of whom are executives in the fields of purchasing, production and advertising, under the chairmanship of Oakleigh R. French, president of Oakleigh R. French & Associates, St. Louis agency.

Each campaign was selected on the basis of the effectiveness of its use of space in industrial publications, including professional and institutional papers.

The first award winners and their agencies were:

Linear Inc., Philadelphia, handled by Aitkin-Kynett Co.; Shakeproof Inc., Chicago, handled by McCann-Erickson; Westinghouse Electric Corp., Pittsburgh, handled by Fuller & Smith & Ross; Monsanto Chemical Co., St. Louis, handled by Gardner Advertising; Detroit Steel Products Co., Detroit, handled by Fuller & Smith & Ross; and R. G. Le Tourneau Inc., Peoria, Ill., handled by Andrews Advertising Agency.

Among speakers at the luncheon were James R. Kearney, president, James R. Kearney Corp., a former president of the National Industrial Advertisers Association; Mr. French, and C. B. Larrabee, president and publisher of *Printers' Ink*.

Award of merit winners and their agencies in each of the six categories covered by the awards include the following:

For advertising of operating and maintenance parts and materials: E. I. duPont de Nemours & Co., electrochemicals department, Wilmington, Del., handled by Batten, Barton, Durstine & Osborn; Standard Oil Co. (Indiana), Chicago, via McCann-Erickson; Waldes Kohinor Inc., Long Island City, N. Y., via Grey Advertising Agency.

For advertising of fabricating parts and materials and containers and packaging supplies: Carnegie-Illinois Steel Corp., Pittsburgh, by BBDO; Gaylord Container Corp., St. Louis, by Oakleigh R. French & Associates; International Resistance Co., Philadelphia, by John Falkner Arndt & Co.

For advertising of machinery and equipment: R. G. Le Tourneau Inc., Peoria, Ill., by Andrews Advertising Agency; Neptune Meter Co., New York, by W. L. Towne Advertising; the Ohio Crankshaft Co., Cleveland, by Carr Liggett Advertising.

For advertising primary and process materials: Armour & Co., Chicago, by Foote, Cone & Belding; E. I. duPont de Nemours & Co.'s nitrogen products section, polychemicals department, handled by BBDO; Portland Cement Association, Chicago, by Roche, Williams & Cleary.

For advertising construction and engineering materials: E. L. Bruce Co., Memphis, no agency; Elastic Stop Nut Corp., Union, N. J., by G. M. Basford Co.; C. D. Johnson Lumber Corp., Portland, Ore., by Mac Wilkins, Cole & Weber.

For institutional advertising and advertising of services and groups: Container Corp. of America, Chicago, by N. W. Ayer & Son; Franklin Process, Providence, R. I., by George T. Metcalf Co.; and the Koppers Co., Pittsburgh, by BBDO.

**Maxwell House Names Smith**

General Foods Corp., New York, has appointed Robert O. Smith, previously with Benton & Bowles, as field promotion manager of the Maxwell House division.

**Greenthal Adds Kessler**

Monroe Greenthal Co., New York, has added Bennet C. Kessler, formerly with Joseph P. Schneider Advertising Co., to the copy department.

**August Gets Transcast Post**

Ray S. August has been appointed general manager of Transcast Corp., bus-radio advertising medium in Boston. Mr. August was treasurer of the Statler Health System.

# Can you help this woman?

46th Engrs. Constr. Bn., Co. C, 1st Platoon  
— Will comrades who served with ~~G. P. P.~~  
in Japan during 1945-46 please get in touch with  
Mrs. ~~G. P. P.~~, 20 N. Spring St., ~~Camden~~.  
N. H. ~~Southbury~~

Probably not, for among America's 16,000,000 Veterans only a few—perhaps less than 200 men—are in a position to help in the solution of Mrs. P.'s problem. Yet more than 50 of these men responded to the above notice which was set in 6 point type and appeared on page 36 of the January issue of THE AMERICAN LEGION MAGAZINE.

### NOTE TO AD MANAGERS . . . AND AGENCY MEN . . .

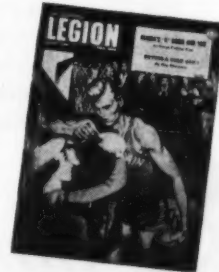
Here is a lesson in media selection from a New England housewife. She wanted to talk to men. She selected a magazine with the world's largest male circulation. To Mrs. P., it was that simple.

**TO ADVERTISERS**

It may not be so simple, but if you have something to say to men—you can say it to more men with better results, more economically, in THE AMERICAN LEGION MAGAZINE.

**NOTE TO MEDIA RESEARCH MEN . . .**

What Mrs. P. actually did was to test the readership and influence of THE AMERICAN LEGION MAGAZINE on an arbitrarily selected precision sample of 200 of America's 16,000,000 Veterans. Set your own interpretation on what her findings mean, in terms of readership and market penetration, for advertisers in THE AMERICAN LEGION MAGAZINE.



GUARANTEED CIRCULATION  
**3,000,000**

## THE AMERICAN LEGION MAGAZINE

ONE PARK AVE., NEW YORK 16, N.Y.

333 N. MICHIGAN AVE., CHICAGO 1, ILL.

2237 BOOK TOWER BLDG., DETROIT 26, MICH.

### MOVED RECENTLY?

If you have moved, tell us about it, won't you? Your weekly copies of ADVERTISING AGE will not follow you unless we have your new address immediately. Make sure you don't miss a single important issue . . . and help us make the correction as speedily as possible by giving us your old address too.

ADVERTISING AGE, Circulation Dept.  
200 E. Illinois St., Chicago 11, Ill.

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**NEW Subscription Order Form...**

**Please enter immediately my subscription to Advertising Age for**

- One Year at \$3.00     Two Years at \$5.00     Three Years at \$8.00  
 Payment enclosed     Bill me later     Bill my firm

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

ADVERTISING AGE • 100 EAST OHIO STREET • CHICAGO 11, ILLINOIS  
50-12

FIRST CLASS  
Permit No. 95  
(Sec. 343 P.L. 88)  
CHICAGO, ILL.

**BUSINESS REPLY CARD**

No Postage Stamp Necessary if Mailed in the United States

— POSTAGE WILL BE PAID BY —

**Advertising Age**

100 EAST OHIO STREET

CHICAGO 11, ILLINOIS

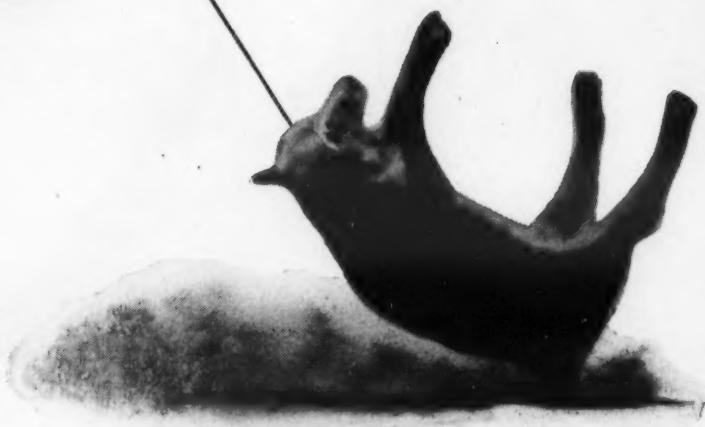


Ne  
San



**PULLING**

# POWER



**In marketing areas that account for 40% of the total U. S. retail sales.**

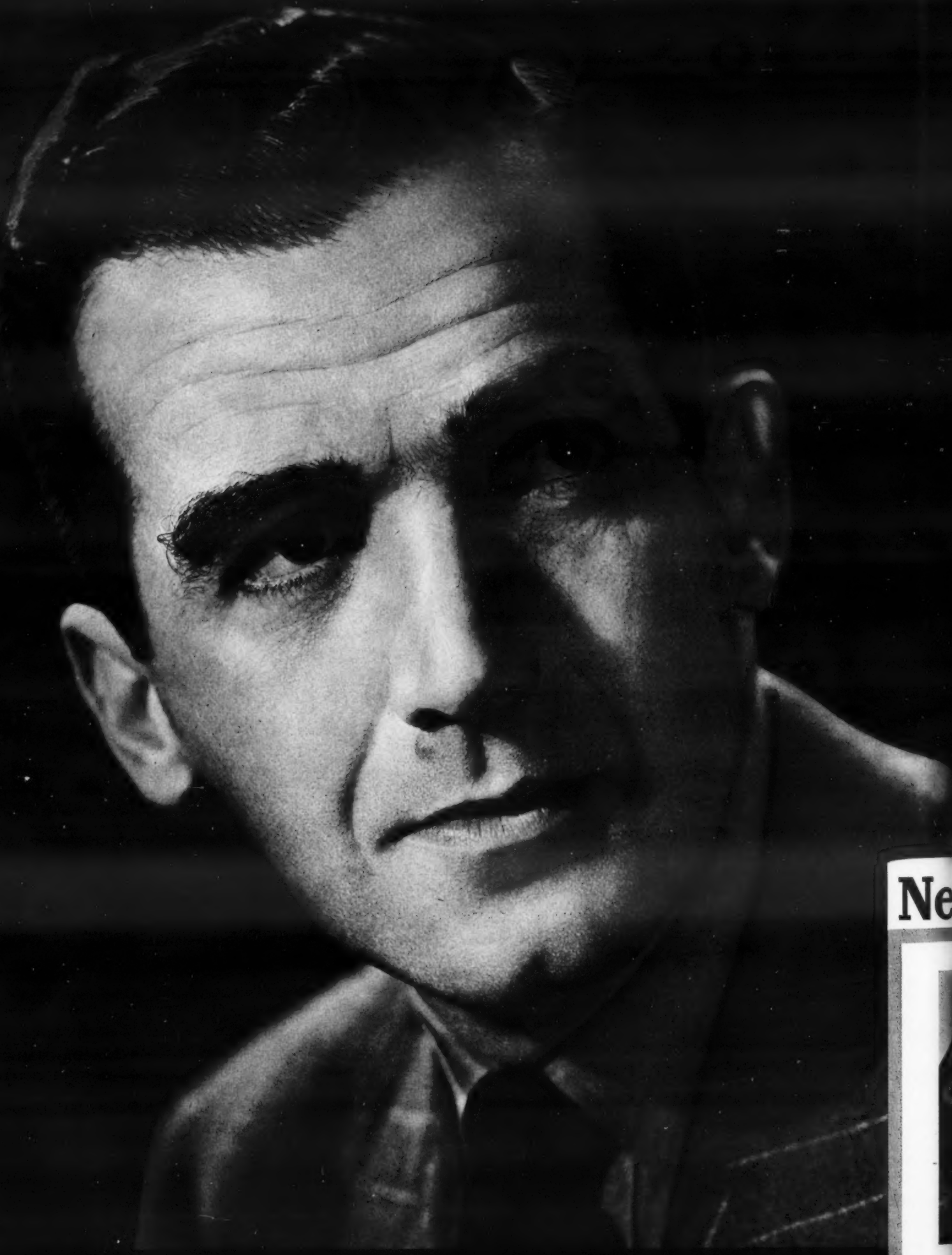
If an advertisement is to pull, it must reach families that buy. The families in 12 states in the First 3 Markets area account for over 40% of all the U.S. retail sales. First 3 Markets group reaches 42% of all these families.

*the group  
with the  
**Sunday  
Punch***

**FIRST 3**  
MARKETS GROUP

***New York Sunday News  
Chicago Sunday Tribune  
Philadelphia Sunday Inquirer***

*Rotogravure • Colorgravure  
Picture Sections • Magazine Sections*



"You can have confidence in Newsweek."

Edward R. Murrow  
News Reporter and Analyst



**Newsweek**



**First** with Men Who Have to Know

NEWSWEEK Reader Edward R. Murrow, famed news commentator of the Columbia Broadcasting System and narrator of "I Can Hear It Now," has become one of the outstanding news men of our day. Like many another leader in these fast-moving times, he counts on NEWSWEEK to help keep him fully informed.

**Newsweek**



**First** for Thorough Coverage in Special Reports

Frequent features in NEWSWEEK Magazine are Special Reports on subjects of outstanding importance. The NEWSWEEK Report, *Taxes: How Much Do You Really Pay?*, brought requests for nearly two million reprints from readers in every walk of life. Other recent Special Reports on Railroads, Puerto Rico's Economy, and Old Age Pensions, all brought floods of similar requests. Current surveys show that educators, economists, editors and business men all rate NEWSWEEK first for thorough-going coverage in the field of Special Reports.

**ewsweek**



**First** for Low-Cost Selling to High-Income Families

Your advertising reaches more high-income families per dollar in NEWSWEEK than in any other magazine. That's why railroads, for example, used more pages in NEWSWEEK last year than in *Time*, *Life*, *Collier's*, *Look*, and many other great magazines. That's why NEWSWEEK is a powerhouse for selling most things that cost money to persons who have money.

**McConnell Boosts 3**

J. E. McConnell Jr. has been named as a managing director of McConnell, Eastman & Co., Toronto. He will manage the Toronto office. Since 1945 Mr. McConnell has been vice-president and manager of the Montreal office. J. M. Eastman has been appointed a vice-president and chairman of the plan and merchandising board, and Donald M. Coutts is now a vice-president.

**Elgin American Names Agency**

Stewart-Bowman-Macpherson, Toronto, will direct future advertising for Elgin American of Canada, the watchmaking concern located in Toronto. Media will include trade journal advertising.

**Maitland Products Names Ad Consultant and Agency**

Maitland Products, Port Washington, L. I., has appointed Morgan Reichner Inc., New York, as sales and advertising consultant for the introduction of Maitland's home car washer and Maitland's car wash.

Advertising for the two new products will be handled by Robert Conahay & Associates, New York, in national magazines, newspapers, business papers and direct mail.

**Keelor & Stites Names V. P.**

John T. Nolan Jr. has been appointed a vice-president of Keelor & Stites Co., Cincinnati.

**Spark-O-Liner Corp. Opens New Drive for Filter Device**

MINNEAPOLIS—Spark-O-Liner Corp. has launched a new consumer campaign in *The Saturday Evening Post* for its popular price model "P" cooling system filter for light trucks and cars.

The filter contains a replaceable chemically active element, which cleans the water, breaks up sludge and rust and filters such impurities out of the cooling system.

Half-page b&w ads will dramatize "hidden overheating," the enemy of automobile engines. Summer copy will stress the admonition, "don't burn up."

The ads will be merchandised to 150,000 garages, service stations, jobbers, fleet owners and car dealers through direct mail. Pre-prints of each insertion will be mailed monthly.

Erwin, Wasey & Co. is the agency.

**American Home Products Boosts Sales, Ad Budget**

Alvin G. Brush, chairman of the board, American Home Products Corp., told the company's annual meeting that sales during the first quarter of 1950 were well ahead of volume during the same period last year. Profits were about the same, however, largely because of an increased advertising budget.

Mr. Brush said that the company plans to continue its advertising and promotional program, spending "considerably more" than in past years. All officers of the company were reelected.

**WJIM-TV Joins Networks**

WJIM-TV, Lansing, Mich., has affiliated with American Broadcasting Co., Columbia Broadcasting System and National Broadcasting Co. The station was scheduled to start operations April 30.

**Artists' Guild Opens Club**

Artists' Guild of Chicago Inc. has opened new club rooms on the mezzanine of the St. Clair Hotel, 162 E. Ohio St.

**Coming Conventions**

- \*Indicates first listing in this column.
- May 7-8. Advertising Managers Association of Wisconsin Daily Newspapers, Schroeder Hotel, Milwaukee.
- \*May 10-13. Controlled Circulation Newspapers of America Inc., annual convention, French Lick Springs, Ind.
- May 11-12. Public Utilities Advertising Association, annual convention, President Hotel, Kansas City, Mo.
- May 14-17. National Newspaper Promotion Association, annual convention, Schroeder Hotel, Milwaukee.
- \*May 18-19. National Business Publications, spring meeting, The Greenbrier, White Sulphur Springs, W. Va.
- May 18-20. National Association of Transportation Advertising, annual meeting, Edgewater Beach Hotel, Chicago.
- May 22-23. Inland Daily Press Association, spring meeting, Congress Hotel, Chicago.
- May 23-24. National Sales Executives National Distribution Congress, Masonic Temple, Detroit.
- May 31-June 3. Advertising Federation of America, 46th annual convention, Hotel Statler, Detroit.
- June 9-11. California Newspaper Advertising Association, annual convention, Del Mar Beach Club, Santa Monica.
- June 16-17. Pennsylvania Newspaper Publishers' Association, annual display advertising conference, Penn Harris Hotel, Harrisburg.
- June 25-29. Advertising Association of the West, annual convention, Hotel Ambassador, Los Angeles.
- \*June 26-28. Newspaper Advertising Executives Association, summer meeting, Waldorf-Astoria, New York.
- June 29. National Association of Magazine Publishers, summer meeting, Westchester Country Club, Rye, N. Y.
- June 29-July 1. National Industrial Advertisers Association, annual conference, Hotel Biltmore, Los Angeles.
- July 17-19. American Marketing Association, annual convention, Hotel Fairmont, San Francisco.
- Sept. 18. Outdoor Advertising Association of America, annual convention, Drake Hotel, Chicago.
- Sept. 18-21. Financial Public Relations Association, 35th annual convention, Hotel Statler, Boston.
- Sept. 18-21. Printing Industry of America, annual convention, Palmer House, Chicago.
- Sept. 24-28. Advertising Specialty National Association, 47th annual convention and Specialty Fair, Palmer House, Chicago.
- Sept. 30-Oct. 3. Mail Advertising Service Association International, 29th annual convention, Roosevelt Hotel, New York.
- \*Oct. 5. Export Advertising Association, 2nd annual convention, Hotel Plaza, New York.
- Oct. 16-17. Boston Conference on Distribution, 22nd annual meeting, Hotel Statler, Boston.
- Oct. 22-24. Advertising Federation of America, 10th District convention, Herring Hotel, Amarillo, Tex.
- Oct. 23-24. Inland Daily Press Association, annual meeting, Congress Hotel, Chicago.
- Nov. 30-22. Central regional meeting, National Newspaper Promotion Association, Indianapolis.
- Jan. 19-20, 1951. Southwestern Association of Advertising Agencies, Baker Hotel, Dallas.

**8 x 10 genuine glossy photos in quantities**

6 1/2¢ in 500 and 750 quantities (1000 and over .04c) FOR ALL PURPOSES Sharp, clear, crisp. Prompt Delivery.

EASY CHART—Size 8x10	
1000	\$65.00
500	32.50
250	16.25
125	8.12
6	1.62
Net. per set. \$1.10	

**PHOTO-MATIC CO.**

Ph: WH Itzhall 4-2930 53-59 E. Illinois St. Chicago 11, Illinois



**BOTTLED UP?**

**Sales are not bottled up when you use the Pittsburgh Post-Gazette—It sells the entire Pittsburgh Market!**

Three million people live within a 50-mile radius of Pittsburgh—two million of them surround Pittsburgh's ABC city zone—only one million live inside. Your sales manager gears his sales plans to this pattern. You can gear your advertising plans to the same pattern by using the Post-Gazette. It alone

gives effective coverage both inside and outside Pittsburgh's ABC city. It permits you to route your advertising as your sales manager routes his salesmen.

*Pittsburgh*  
**POST-GAZETTE**

**Robb Joins Calkins Agency**  
Robert W. Robb, formerly of N. W. Ayer & Son, has joined Calkins & Holden, Carlock, McClinton & Smith, New York, as director of public relations.

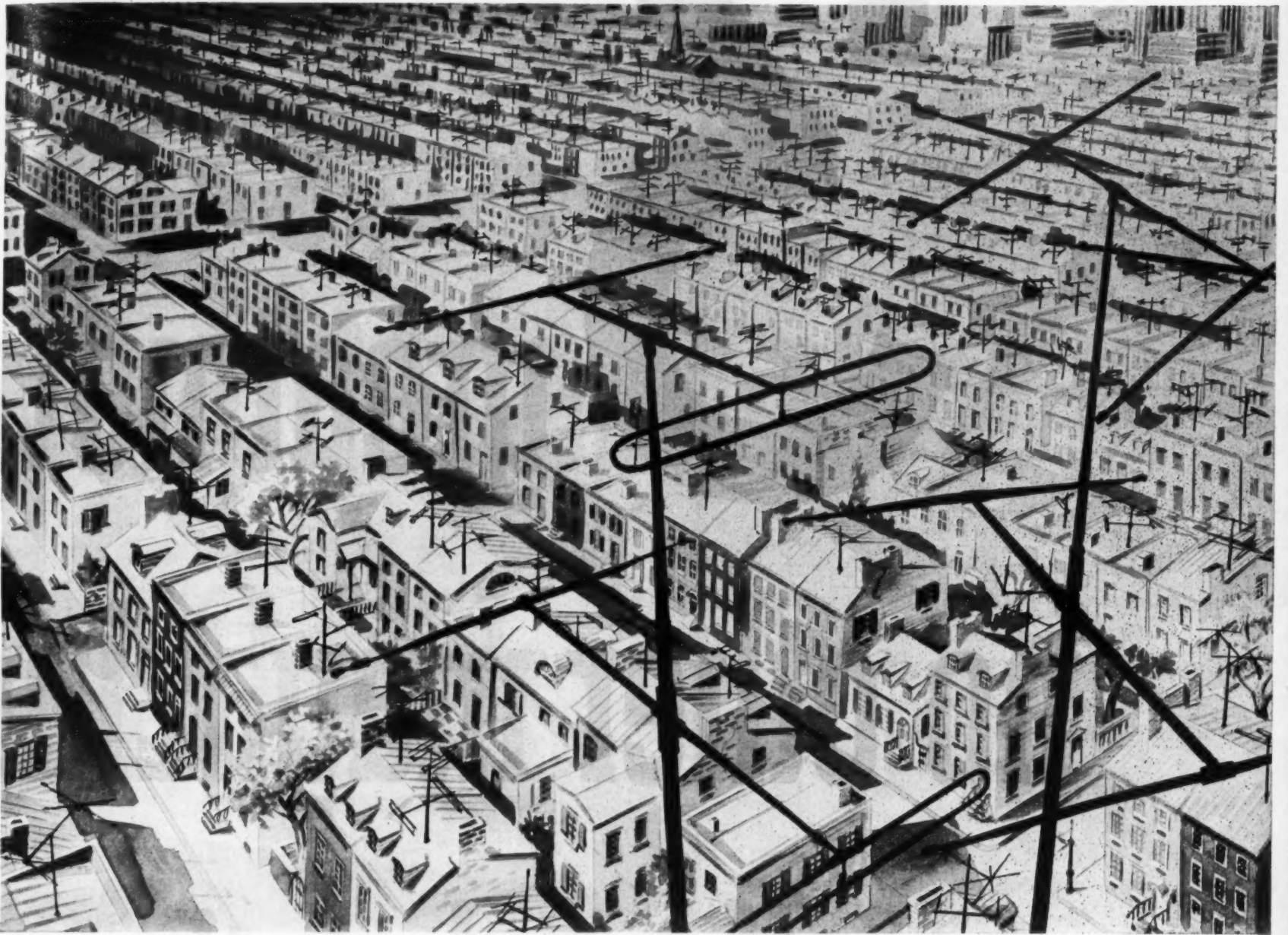
**'Modern Industry' Moves**  
*Modern Industry*, published by Magazines of Industry, has moved to new quarters at 400 Madison Ave., New York.

**15 MILLION NEGROES MUST EAT AND DRINK**

And they have 10 billion dollars to spend! If you have food, drinks, cosmetics, liquor or any other products to sell, the best way to reach the Negro is through the Negro papers and magazines he reads with interest and confidence. Advertising in these papers pays big dividends, for the American Negro is the most loyal customer in the world. For full information of this great market, write today to Interstate United Newspapers, Inc., 545 Fifth Ave., N. Y., serving America's leading advertisers for over a decade.

**NOTE:** We now have facts compiled by the Research Co. of America on brand preferences of Negroes from coast to coast, the only study of its kind ever made. Write now for this free information.

# Test in the "city of antennas" with **WCAU-TV**



Nearly 30 per cent of the families in Philadelphia now own TV sets—boosting Philadelphia even above New York percentagewise.

For many other important reasons Philadelphia's WCAU-TV *cannot* be overlooked by advertisers. By those who want to do supplementary testing outside New York . . . or by those who want primary, low-cost testing in a market that is large, yet compact enough for easy control.

This is because Philadelphia is a city of homes. And *families* spend more time at home. Philadelphia has won more viewers per set, too, to give you the most for your testing dollar.

The competitive situation in Philadelphia is *right*. There are two other TV stations. That's competition enough to give you complete confidence in your WCAU-TV testing results.

The advertiser with a limited budget gets low-cost testing and mass market results.

The advertiser with more to spend can test a market *outside* of New York that is a great deal *like* New York.

WCAU-TV is the logical station for testing this great Philadelphia market. . . . WCAU-TV's transmitter is in downtown Philadelphia for the most powerful signal and best picture in the area of densest population. . . . WCAU-TV is tops in local programming—produces more *hours* of programming than Philadelphia's other TV stations\*. . . . WCAU-TV has more sponsored time than either of Philadelphia's other TV stations. . . . WCAU-TV is a CBS affiliate, which means you get the top talent in television.

To do the job right, Philadelphia's WCAU-TV offers the least expensive TV testing medium in the country today.

\*Telepulse

## **WCAU-TV**

**THE PHILADELPHIA BULLETIN STATION  
CBS AFFILIATE**

**3** great new a  
no other magazine b  
can offer advertisers

*QUICK rates will remain firm  
for 1950 for schedules starting  
before August 1 . . . regardless  
of continuing circulation growth.*

# advantages but Quick



# 1

QUICK, with its alert, news-reading audience, has a newsstand circulation greater than all other news magazines combined!

# 2

Cover-to-cover readership due to entirely new editorial concept . . . assuring "spotlight" visibility for every advertisement. Positions available opposite full editorial pages.

# 3

The fastest closing of any major circulation magazine in history! 2 weeks closing before actual "on sale" date for black-and-white and 2-color advertisements.

THE POCKET NEWS MAGAZINE THAT SAVES YOUR TIME

GARDNER COWLES, EDITOR

# Hotpoint Tells How Advertising Sparked Growth

## Integrated Program a Big Factor in Company's Rise to 3rd Place in Industry

By JACK GRAHAM

CHICAGO—Just after the war, Hotpoint Inc. found itself ranking ninth in sales among the nation's leading electric appliance makers. Today the company's sales are topped only by big General Electric (of which Hotpoint is an affiliate) and General Motors' Frigidaire division.

Much of the credit for Hotpoint's meteoric rise in the electrical appliance field during the past three years must be credited to advertising, W. E. Macke, Hot-

point merchandising manager, told AA.

"Advertising and merchandising have been most effective," Mr. Macke said, "with the result that this year more than \$9,000,000 will be spent to advertise and promote Hotpoint appliances."

The trouble with most appliance advertising before the war, Mr. Macke points out, was that it tried to cover too broad a range, and as a result failed to concentrate on its best potential markets. Also, he adds, the ads themselves tried to show too many different appliances.

Following the war, Hotpoint decided to introduce two new elements into its appliance advertising: (1) screening of publications, so that advertising could be concentrated in those which reached the greatest potential market; and (2) use of color spreads to give added impact to the initial ads in a campaign.

Screening of publications led to an integrated advertising program, Mr. Macke explained, which



HOTPOINT—W. E. Macke (left), merchandising manager of Hotpoint Inc., and R. S. Holtzman, advertising manager, review plans for their 1950 merchandising program, which means an expenditure of \$9,000,000. This program is given a large share of the credit for Hotpoint's rise from ninth to third place in the appliance industry.

works as follows: A color spread featuring a product is scheduled in *Life* (Hotpoint's new refrigerator is featured in the May 8 issue), while at the same time promotional material and local cooperative ad suggestions are sent to Hotpoint's 100 distributors and 13,000 dealers.

Two weeks after the initial *Life* ad, a color spread is scheduled in *The Saturday Evening Post*, followed by one in *Better Homes & Gardens*. At this stage of the campaign, a drive for still another product is started, with a spread in *Life*, and the same procedure is followed. While local-level advertising continues, Hotpoint follows its three-spread "spearhead" drive with page color ads in service, shelter and farm magazines.

Each of the initial color spreads has a two-fold purpose—to promote the particular appliance featured and to promote the Hotpoint name. Also, each ad (unless

it is for a new product) plugs two other Hotpoint appliances, besides the one featured.

In new product ads, features of the new appliance are promoted instead of other products.

Backing up this concentrated consumer advertising campaign is a cooperative dealer program, whose size can be judged by the fact that almost 45% of this year's \$9,000,000 to be disbursed for advertising will be spent at the local level. In this phase of the company's advertising, particular emphasis is made on timing. Dealers are kept informed as to when national ads will appear, and particular stress is laid on having local ads appear at such a time that they will integrate with national ads to achieve the maximum possible effect.

To emphasize the importance of proper timing in campaigns, as well as to give dealers and dis-

tributors the complete year's advertising picture, Hotpoint holds annual meetings. These meetings, called "Spark Pluggers," are attended by advertising and promotion managers, and have been effective in securing dealer and distributor cooperation in both advertising and merchandising.

"They get a look at the over-all integrated picture for the year," Mr. Macke said, "so they can start making their own plans quite a while in advance."

Hotpoint's trade advertising is broken down into several different phases, with the first one aimed at dealers. Here again, as in its consumer ads, Hotpoint has tried a new approach. Instead of bombarding the dealer with a list of the publications which the company is using to aid him in his selling, the ads approach the dealer on a down-to-earth basis and attempt to cement company-dealer relations. At the same time, these ads are designed to point out to dealers (and to non-dealers who might be interested in carrying the Hotpoint line) the year-round advantage of selling Hotpoint's complete line of appliances. The bulk of this advertising is scheduled in *Air Conditioning & Refrigeration News*, *Electrical Dealer*, *Electrical Merchandising* and *Retailing Daily*.

Another phase of the trade ad program consists of "key account" advertising, which plays up the fact that a certain large merchandiser or department store has switched to Hotpoint, i. e., it now carries the Hotpoint line exclusively. These ads, Mr. Macke pointed out, have had a double-edged effectiveness—they create good will on the part of the dealer mentioned in the ad, because of the added publicity, and they give the company's products added

### Anyone Can Be a Salesman with a VIEWMASTER

The Easel Portfolio That Displays One Sheet at a Time

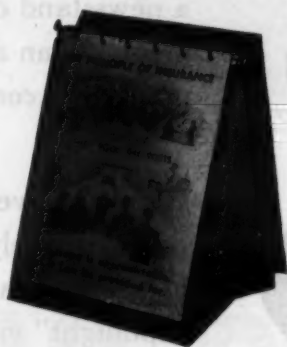
As each sheet is viewed, it is flipped over the top. Special construction allows all sheets to lie perfectly flat without expensive cloth hinging. Loose leaf.

Simply lift Viewmaster by the front cover and the automatic easel sets it up firmly.

Carried in stock in four sizes.

SEND FOR FREE FOLDER

Sales Tools, Inc. 1220 W. MADISON, CHICAGO 7



# Puts your product on



PRODUCT BOWS, ON ITS SIDE—Hotpoint Inc., with this full-color spread in the current issue of Life, introduces its new refrigerator with storage space in the door. The ad will also run in the May 20 Saturday Evening Post.

prestige by calling the "switch" to the attention of others in the trade.

Still another aspect of the trade program is aimed at getting utilities back into appliance retailing. These ads do not concentrate on selling Hotpoint products, but instead offer an analysis of the revenue building values that sale of electric appliances offers to utilities.

The final phase of trade advertising appears in publications going to architects, builders, and plumbing and heating engineers. Here the stress is on specifying the entire Hotpoint line, i.e., to install an all-electric kitchen and

laundry. This type of ensemble selling, Mr. Macke said, was pioneered by Hotpoint after the war, but is just now reaching its full potential, now that backlogs have been filled and material shortages eased.

Radio and television are not as yet strong components of Hotpoint's advertising program. The company started in both fields last year with a Thanksgiving Day TV show, following with radio dramas presented on special holidays. The radio shows will be continued, Mr. Macke said, while television is still in the planning stage at Hotpoint. In addition to its comprehensive

advertising program, Macke continued, Hotpoint has a number of departments whose work, in conjunction with advertising, make possible an integrated merchandising program. They are:

1. The sales promotion department, which works out sales management and area selling programs. This is the key section when it comes to insuring the most effective timing of campaigns.
2. The sales training department, which teaches (1) basic sales technique and (2) specific product selling.
3. The kitchen planning department, which designs complete all-electric kitchens and laundries for

home installation.

4. The Hotpoint Institute, which tests appliances to determine proper methods for use and care, and also maintains a field staff to train home economists and to teach appliance demonstration techniques.

5. The displays and exhibit department, which sets up special store and window displays for major appliance dealers.

Maxon Inc., Chicago and Detroit, handles all of Hotpoint's national consumer advertising, while J. R. Pershall Co. here handles all trade advertising.

Casler, Hempstead & Hanford, Chicago, is the agency for Hotpoint's commercial cooking equipment division, which handles appliance sales to hotels, restaurants and institutions.

**Appoints Honig-Cooper**

Honig-Cooper Co., Seattle, has been named to direct the advertising of Pacific National Bank, Seattle. Seattle dailies will be used, plus trade publications and television spots.

**Cortilet Named V. P.**

M. P. Cortilet, manager of sales of the central division of American Can Co., has been named vice-president in charge of that division, in Chicago. He succeeds G. H. Kellogg, who has retired.

**Kelray Retains Sackheim**

Ben Sackheim Inc., New York, has been retained to handle the advertising of Kelray Knitting Mills Inc., manufacturer of children's, misses and women's knit rayon underwear.

**Gaylord Printing Co. Sold**

Gaylord Printing Co., Toronto, has been sold to Archie C. Caisley, sales executive of Photo-Engraving and Electrotypers, Toronto. Mr. Caisley will personally operate the concern.

**Retailers, Labor on Speakers List for AFA Meeting**

NEW YORK—How manufacturers, retailers and labor look upon advertising will be the major subject featuring the opening day of the 46th annual convention of the Advertising Federation of America, May 31 through June 2, at the Hotel Statler, Detroit.

Leaders from each of those fields will participate in a three-way discussion. These include: L. B. Sappington, vice-president and general merchandise manager, J. L. Hudson Co., Detroit, whose subject will be "The Retailer Unburdens Himself"; Stewart Meacham, assistant to the president, Amalgamated Clothing Workers of America, CIO, New York, who will talk on "A Labor Union Becomes a National Advertiser"; and W. Paul Jones, president, Servel Co., Evansville, Ind., who will discuss "When Advertising Gets Results."

William F. Hufstader, vice-president and director, distribution staff, General Motors Corp., Detroit, will be a speaker at the annual dinner, as also will be Paul G. Hoffman, ECA administrator.

Speakers representing the major media, government, national advertisers, agencies and educational interests will participate at other sessions of the convention.

Awards will be made to Advertising Clubs which have carried on programs of outstanding merit during the previous year. Presentation of the "Advertising Woman of the Year" award will be made as well as announcements of elections to Advertising's Hall of Fame.

Elliott Shumaker, general advertising manager of the Detroit Free Press, is convention chairman.



Everybody eats. The idea is to get them to eat your food product—lots of it. And you can. Just use "The Housewives' Protective League."

**on the table**

**It's been tried and found wonderful!** By more than 159 big food companies who were among the advertisers using the HPL during the past year. Their day-by-day success stories are dollars-and-sense proof that the

HPL is radio's most sales-effective participating program for food advertisers.

**In 10 of the country's best markets!**

You can qualify for HPL sponsorship by submitting your product for testing by the "HPL Testers' Bureau"—a panel of local housewives. Then, once it's approved, you're on the air. And walking on air. Because housewives have such complete confidence in every word said about HPL-sponsored products that they buy. And keep on buying.

To put your product on the tables of your customers in 10 big markets—where 13,272,950 radio families live—put your product on radio's most sales-effective participating program for food advertisers...

**THE HOUSEWIVES' PROTECTIVE LEAGUE**

485 Madison Avenue, New York City, N. Y.

THE TEN HPL MARKETS: New York (50,000-watt WCBS), Philadelphia (50,000-watt WCAU), Washington (50,000-watt WTOP), Richmond (50,000-watt WRVA), Minneapolis-St. Paul (50,000-watt WCCO), Chicago (50,000-watt WBBM—The Paul Gibson Show), St. Louis (50,000-watt KMOX), Seattle (50,000-watt KIRO), San Francisco (50,000-watt KCBS), Los Angeles (50,000-watt KNX).

# New York's 'Big 6' Hits Century Mark

NEW YORK—"Big 6" is 100. It is celebrating its centennial this week.

From last Friday (May 5) until next Sunday (May 14), Typographical Union No. 6, better known in the newspaper and printing industries as Big 6, will observe the 100th anniversary of its founding. Its centennial banquet Saturday night was attended by Governor Dewey of New York, by scores of federal, state and municipal officials, and by virtually everybody of note in the local graphic arts field.

As Francis G. Barrett, president of Big 6, pointed out in a special interview with AA last week, the history of this union is an epitome of the labor movement in the United States, although Big 6 was not the first organization of printers in New York.

"Big 6 inherited the traditions of the earlier trade union movements in this country," Mr. Barrett said, "and is the result of an evolutionary development."

Its present membership of 10,000, which has a basic wage scale of \$90 a week in job shops, and \$99 in newspaper offices for a 7 1/4 hour workday, and which enjoys numerous benefits provided by the union, is quite a different organization from the one of 1850.

At that time the membership was 16. There was no basic wage. Compositors were paid from \$6 a week in job shops to \$12.50 in the best newspaper offices for a workday that varied from 12 to 16 hours. There were no pensions, no sick or death benefits, no apprentice training system, and no methods of collective bargaining.

But as the president of Big 6 says, "the founders of the union profited by the experiences of earlier trade unionists, which date back to colonial times."

The first successful printers' strike in America was during the American Revolution. A small group of journeymen employed by the *New York Gazette*, published by John Rivington, King's printer, fixed upon a wage scale and submitted it to Rivington. Times were

hard and provisions scarce because the city was occupied by British troops. Rivington's refusal to grant higher wages brought on a strike which the men won because of Rivington's commitments and the shortage of printers in the city at the time. Having won their demands, the group disbanded.

In 1794 the Typographical Society was organized in New York but disappeared after two and a half years.

■ The Franklin Typographical Association was the third union effort in New York. In 1800 it prepared the first complete wage scale ever adopted by New York printers and called a strike to enforce it. It successfully demanded 25¢ per 1,000 ems for pieceworkers, \$7 a week in book and job shops, and \$8 a week for newspaper compositors.

An epidemic of yellow fever in New York in 1803 depleted the ranks of the union and exhausted its treasury. The following year the association was dissolved.

In 1809, the year James Madison succeeded Thomas Jefferson as President of the United States, the Typographical Association of New York was organized. It fixed wage scales, set up rules for apprentices and issued traveling cards to its members. It fought child labor and unsanitary work shops; crusaded for higher standards of workmanship and for decent working hours. In 1832 it instituted the chapel system of shop administration, and was the first group in the country to urge the establishment of a national union.

■ Among its more illustrious members were Samuel Woodworth, who wrote "The Old Oaken Bucket"; George P. Morris, author of "Woodman, Spare That Tree!"; and Thurlow Weed, who later attained national attention both politically and as editor and publisher of the *Albany Evening Journal*.

The panic of 1837 and a damaging and unsuccessful strike in 1840 weakened the association. The interest of members waned and in 1847 it was reorganized for charitable and benevolent purposes—and

lost its effectiveness as a trade union.

A printers' strike in Boston led to the creation of Big 6. New York journeymen met to discuss Boston's call for help, and the idea of a new local union was born. On Jan. 12, 1850, the New York Printers' Union was formed and a constitution adopted. On Jan. 19 it admitted 36 members and elected Horace Greeley, editor and publisher of the *New York Tribune*, as its first president. Greeley, a former journeyman printer, enjoyed a national reputation both as an editor and as the most eloquent advocate of the time for the rights of labor.

■ It is interesting and illuminating to recall some of the other memorable things connected with that eventful year. The United States was then torn by dissension over slavery. The census of 1850 showed a population of 23,191,876, of which about 7% were slaves.

In 1850, the Post Office Department reported a profit of \$369,-

986, and proposed reducing ordinary letter postage from 3¢ to 2¢; the *New York Times* and *Harper's Magazine* were started; California was admitted into the Union as the 31st state; immigration from Europe was at the rate of 1,000 a day; and Samuel Gompers, founder of the American Federation of Labor, was born.

Big 6 got its present name in 1852 at the national convention of journeymen printers in Cincinnati when the International Typographical Union was created. Because there was no way to determine which of the 14 local unions represented should be honored with the first charter, it was agreed to draw numbers from a hat. The New York delegate drew No. 6.

■ "From the day it was organized," Mr. Barrett told AA, "Big 6 has never relaxed in its fight to improve the lot of its members. When the union was formed, the average life-span of printers was about 28 years. A combination of long

hours, noxious vapors and drafty shops located in damp, sunless cellars killed off most printers at an early age with consumption. Today the average age of printers at death is 66.6.

"The union has always considered good permanent working conditions more important than wages, which will vary with the economic climate," Barrett said. "Strikes have been called several times to improve working conditions, seldom just for higher pay. The net result of this consistent attitude is that New York printers have some of the finest working conditions of any craft in American industry."

A number of bitter strikes marked the first 50 years of Big 6's existence. Among the more celebrated of these were:

■ The *Tribune* strike in 1864, when the union clashed with its first president, Greeley, over the insertion of a classified advertisement for compositors placed in the *Tribune* by the *Times*. Wages

# Your Best Business

Get Real Sales-Action for your product in the big, rich Oregon market

Just how big is this market? Over 1 3/4 million able-to-buy people... fastest-growing region (59.3% since 1940) in the United States, says U. S. Census Bureau! Just how rich is this market? More than \$2 billion in effective buying income based on stable resources and diversified industry... payrolls are up 225% since 1940 and increasing steadily! Hundreds of thousands of families have the cash to buy the things they want and need. Do they know about your product or service?

TELL them first through The Oregonian...  
SELL them first through The Oregonian...  
PACIFIC NORTHWEST'S LARGEST NEWSPAPER



BUY-WORD OF OREGON

# 75 years

makers of printing plates

all kindred processes  
art • retouching  
photoengraving  
electrotyping  
nickeltyping  
mold processes  
PLASTIC AND LEAD

under the same roof

## BLONGREN BROS. & CO.



matters of dispute. Greeley command shop grievances also were explained editorially in the Tribune on Aug. 20 against the unfair treatment of his compositors, and protested vigorously against "the skulking assassins who dog the homeward steps of our new journeymen in the small hours of the night, in order to fall upon them unawares in some dark corner." After several weeks the issues in controversy were submitted to arbitration and a compromise settlement was effected. But in that same year the union lost its strike against the Times.

During the Civil War the union's membership was 507, and by 1869 it had increased by 600%, largely among compositors in job shops. It attempted to raise wages in job shops from about \$18 to \$20 for a work-week of 59 hours, and newspaper compositors' wages about \$2 to \$3 a week.

This led to a series of strikes, in most of which the union was opposed by an association of employing printers called the Typo-

thetæ, which first raised the charge that the union was driving business out of New York.

With the general introduction of machine typesetters, 1890-1894, the first scale for machine composition was formulated. This did away with piecework and stipulated that "in machine composition all work must be time work." Night compositors were to receive \$27 for six eight-hour days a week, and day compositors \$22.

Since the turn of the century conditions have improved. In 1908 the union cooperated with employers to set up one of the first standing arbitration committees in New York state. "From the beginning," Mr. Barrett told AA, "it was understood that interpretations of contract provisions would be the subject of arbitration, never union rules, by-laws or fundamental principles. This rule still holds.

"The typographical unions were among the first labor organizations to provide pensions for their mem-



**SOMETHING NEW**—The Jazy Susan idea works for this RotoTray, new product of RotoTray Division Inc., Glendale, Cal. Plastic molded and reinforced with steel plates, it holds, according to its maker, a whole tableful of art material in its 10" circle.

bers. Big 6 established its pension plan in 1909.

"The union won an eight hour day nearly half a century ago after

a strike in 1906. In 1920 it launched a fight for a 44-hour week which was successful the next year. During the depression years of the early '30s the five-day week was firmly established. New York's last major printing strike was in 1948, when the book and job printers were out several weeks. This strike resulted in the present standard work-week for book and job printers of five days of 7 1/4 hours or a total of 36 1/4 hours.

"Of the 10,000 present members," Barrett said, "about 5,000 are in the book and job division; 4,000 work for newspapers, and the remaining 1,000 are pensioners."

Asked about charges recently made that the union does nothing to encourage apprentices, Barrett said that Big 6 has 512 apprentices on its rolls who attend the school operated jointly by the union and the New York Employing Printers Association.

"The union," he said, "is not opposed to apprentices coming into the industry. But we do believe it

would be manifestly unfair to bring a lot of boys into an industry that could not absorb them."

Barrett said present employment conditions in New York are good and that he looks forward with confidence to a continuation of steady business activity and employment.

Big 6 negotiates one annual master contract with the New York Newspaper Publishers' Association and another with the Printers' League, section of the New York Employing Printers Association. These two groups represent a majority of the city's printing employers and the remaining independent shops nearly always abide by the terms of these master agreements.

"The general trend in contracts," he said, "seems to be towards shorter working hours, longer vacations and better working conditions. The only completely new type of contract clause is the recently negotiated pension clause in the book and job contract setting up an industrial pension financed by the employer. This requires employers to contribute 1 1/2% of the total composing room payroll to a fund which will pay pensions to members with 20 years' accumulative membership in the commercial branch."

**'Philadelphia News' Names 2**

Lee Ellmaker Jr. has been named in charge of the Chicago office of the Philadelphia News. New offices have been opened in Chicago at Room 1916, 360 N. Michigan Ave. Mr. Ellmaker succeeds Virgil Malcher. William K. Wilson has been appointed to succeed Mr. Malcher as manager of the Detroit office.

**RCA Promotes Rothbaum**

Ira Rothbaum has been appointed manager of advertising and sales promotion of technical products service, RCA Service Co., Camden, N. J. He was formerly senior copywriter of RCA Victor's home instruments advertising department.

**To Doyle-Dane-Bernbach**

Doyle-Dane-Bernbach, New York, has been retained to handle the advertising and merchandising for Wimbacher & Rice, maker of Wear-Right gloves.

# Buy to SELL WOMEN in Oregon!



**One Story...One Ad...28,807 Responses!  
That's Oregonian Sales Action That Sells!**

"Try some"...two little words in an Oregonian Hostess House news section story. But they caught the eye of 16,327 readers who deluged Hostess House right now for trial packages of Adolph's Seasoned Meat Tenderizer. "Buy It Here," said one ad of Fred Meyer food markets ... also in Oregonian Hostess House news section. And women bought and bought . . . 12,480 packages at 49c each over just one weekend. "The Oregonian brought on a sales sensation!" says the broker.

Whatever your product or service, you'll sell it faster through The Oregonian. This sales-action newspaper that's read and believed by tens of thousands more home purchasing agents in the Oregon Market leads in home delivered circulation...has the highest readership among women. The Oregonian is the newspaper with the PROVED record of moving women to act, to buy.



**OREGON WOMEN**

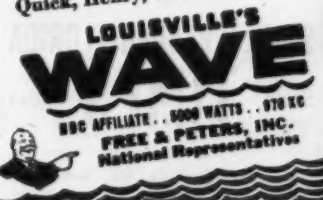
REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

## WANNA SPIN A WEB AROUND SPIDER (Ky.)?

If you're bugged up about increasing your sales in Spider (Ky.), don't call on WAVE, Brother! We ain't squeamish—we just don't catch any audience up in them thar mountains!

Instead we set our NBC trap for the Louisville Retail Trading Area. WAVE's signal spins in every nook and cranny of these 27 high-income counties, delivering a real sales-sting to 215,000 radio families who have almost as much buying power as all the rest of the State combined!

Why be bugabooed by Spider when you can sit with WAVE? Quick, Henry, the contract!



### O'Brien Describes Custom-Built Selling for Tobacco Firms

HOT SPRINGS, VA.—A "custom-built concept of selling" to increase tobacco sales was advocated here by John E. O'Brien, account executive of Ruthrauff & Ryan, New York, at the Associated Tobacco Manufacturers' spring meeting.

"In one way," Mr. O'Brien said, "smaller manufacturers have an advantage over their great competitors in the tobacco field. The big fellows are tackling the entire market. But not everybody smokes. Actually, smokers consist of about 60% of the male population and about one-third of the women. No one can sell everybody. It would not even be smart to try.

"However, there is a great opportunity to develop segments, or sub-segments of the market. What it takes is custom building, a concept of selling based on an intimate knowledge of the people who are the market.

"For instance, about 80% of smokers are pretty faithful to a brand. About two out of 10 smokers are the switchers who go from one brand to another more or less regularly. Some do not seem to care what they smoke and will smoke different brands with apparent equal liking.

"There are separate problems involved in each of these groups. But there is nothing mysterious about them. By interesting yourself in a particular kind of person you can find ways to direct and sharpen your selling. For example, you would find out about 'traffic' toward or away from your particular brand, which would lead to ways of stepping up the movement toward your brand and at the same time holding the casual smoker long enough to influence him a little.

"By doing this intelligently you will go a long way toward overcoming the handicap occasioned by the heavy advertising appropriations of the big competitors. The big brands try to blanket the market. They can't confine their efforts or direct them to any particular segment of the buyers of tobacco products.

"Therefore, the brand that directs its efforts toward cultivating

and winning a particular segment of the market should have nothing to worry about if it is content to contain its activities to its own normal sphere of development."

### Elects Roy H. Thomson

Roy H. Thomson, publisher of ten Canadian dailies, has been elected president of the Canadian Daily Newspapers Association in Toronto. Mr. Thomson succeeds A. F. Mercier of Le Soleil, Quebec City.

### Frank J. Wenter Promoted

Frank J. Wenter, former advertising representative for Bakers' Helper, has been promoted to the newly created post of advertising director at the publication's offices in Chicago.

### Chesman Gets Cola Account

Lime Cola Co., Chattanooga, has appointed Nelson Chesman Co., Chattanooga, to direct advertising for a new Lime Cola beverage.

### 4A's Examinations Turn Up Superior Job Applicants

NEW YORK—Aptitude showings in the national examinations given annually by the American Association of Advertising Agencies to guide young people entering advertising this year were "the best since the inception of the examinations in 1947," Sidney H. Giellerup, partner in Marschalk & Pratt and chairman of the national examination committee of the Four A's, reports.

A total of 963 young people took the 1950 examination.

In northern Ohio, Mr. Giellerup said, 54% of the young people that took the examination in 1949 were rated as having good prospects of success in advertising. This year, 67% of the northern Ohio group are considered good risks. In the

Southwest the rating was 70% this year as compared with 36% a year ago.

Mr. Giellerup attributes part of the improvement to the fact that the Four A's examination is becoming known for its thoroughness and is attracting people of increasingly high calibre.

He believes, however, that stiffening competition for jobs is forcing young people today to assay their strong points carefully and to aim for the fields in which they have their best chance of meeting employers' requirements.

### Dotted Liners Elect

The Chicago Dotted Line Club, composed of advertising representatives of ABP publications, elected the following officers at its May 1 meeting: George C. Cutler, Keeney Publishing Co., president; Carl A. Zaner, American Builder, 1st vice-president; H. G. Fitzpatrick, Gulf Publishing Co., secretary-trea-

sure; members of executive committee, Raymond T. Risley, Bakers' Helper; E. S. Klappenbach, Oil & Gas Journal; C. Robert McLain, Haire Publishing Co.; Russ O'Bright, Bakers' Weekly; Leonard J. Pohlman, American Lumberman; John Smyth, Geyer Publications; John Rodger, McGraw-Hill Publishing Co., and C. E. Price, Keeney Publishing Co., the retiring president.

### Brant Joins Tea Bureau

Gerry Brant, formerly director of advertising for the National Association of Manufacturers, has been appointed promotion director of the Tea Bureau, New York. Mr. Brant has been associated with Tide Water Associated Oil Co. and the Conde Nast Publications.

### Appoints Aitkin-Kynett

Bonney Forge & Tool Works, Allentown, Pa., has appointed Aitkin-Kynett Co., Philadelphia, to handle its advertising, effective July 1.



# Hope Chest for Sales De

## A LEADER IN FLORIDA

The St. Petersburg TIMES carried more TOTAL Advertising in 1949 than ANY other Florida paper, except ONE . . . and that one ranked 5th among ALL papers in the U. S. (E&P 3/18/50)

The St. Petersburg TIMES led every paper in Florida, except one, in LOCAL DISPLAY ADVERTISING.

Local Display is an excellent barometer of dealer activity . . . and active local dealers mean HIGH SALES for NATIONAL ADVERTISERS!

ST. PETERSBURG-FLORIDA DAILY **TIMES** SUNDAY

Represented by  
Thos & Simpson Co. Inc., New York,  
Detroit, Chicago and Atlanta. V. J.  
Obenauer, Jr. in Jacksonville, Fla.

# America's 1<sup>ST</sup> Point of Sale

**Harriet Hubbard Ayer Moves**

The central office of Harriet Hubbard Ayer of Canada is now located at 299 Eastern Ave., Toronto, and all departments of the company will operate from there. The former headquarters in Montreal has been closed.

**Rogel Appoints Johnston**

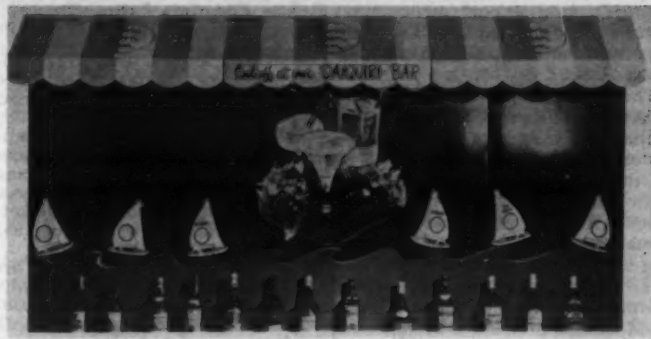
William W. Johnston, former publicist with Bob Hope, has been appointed general manager and vice-president of Max Rogel & Associates, Newark publicity concern.

**Smith to Western Air Lines**

Kenneth O. Smith, formerly managing editor of the *Daily News*, Inglewood, Cal., has been named news bureau manager of Western Air Lines, Los Angeles.

**Houston Agency Moves**

Wilhelm-Laughlin-Wilson & Associates, Houston agency, has moved to new offices at 1715 W. Webster.



DAIQUIRI BAR—Puerto Rico Industrial Development Co. will push bar sales of Puerto Rican rum for daiquiris this summer with this back-bar display, which can be adjusted to fit any bar by extending it in 3' sections. Three of the six sailboats included in the unit can display rum drinks of the bar owners' choice.

**Caruso Joins Rea, Fuller**

George F. Caruso has joined the copy staff of the Rea, Fuller agency, New York. Mr. Caruso was formerly with Fred Rudge Inc., and Paul Klemptner & Co.

**KDYL Appoints Wilkins**

Berne W. Wilkins, formerly commercial manager of KFWB, Hollywood, has been appointed local sales manager of KDYL and KDYL-TV, Salt Lake City.

**\$1,000,000 Puerto Rican Rum Drive to Open with Copy in 11 Magazines, 22 Newspapers**

NEW YORK—Puerto Rican Industrial Development Co. will open a \$1,000,000 promotion for Puerto Rican rum with a "cooling" copy theme during this spring and summer.

The drive will break in May issues of 11 national magazines (AA, April 24) and will be expanded to 22 newspapers across the country June 28. Some 30 business papers will carry copy to convince dealers that rum drinks can be "money drinks."

Initial copy will stress the importance of the daiquiri as a cooling cocktail during hot summer months, with collins mixes entering the campaign in June issues of national magazines. The first ad will show a daiquiri with the Condado Beach Hotel, San Juan, P. R., in the background, and will

ask, "Isn't this Daiquiri America's Finest Cocktail?"

■ An institutional campaign, the promotion will include mention of major brands participating, under the head, "Rums of Puerto Rico."

Magazine and newspaper promotion will be backed up with an extensive point of purchase campaign for packaged stores and bars in 15 markets.

For bars there will be a back-bar promotion featuring the daiquiri with an adjustable green and white striped canopy, which can be made to fit any bar. The canopy carries an invitation to "Cool Off at Our Daiquiri Bar."

■ A back-bar daily temperature reminder will provide another display to push sales, with the slogan "Today's Temperature Hit" followed by "Cool off with a Daiquiri Made with Puerto Rican Rum."

A four-piece window display reproduces a daiquiri, a frozen daiquiri, and a rum collins under a banner head urging the buyer to "Cool Off with Light, Dry Puerto Rican Rum."

McCann-Erickson is handling the advertising.

**Appoints Marcus Chacona**

Marcus S. Chacona, formerly Pittsburgh district advertising and promotion manager of General Electric Appliances Inc., has been named an account executive of Ketchum, MacLeod & Grove, Pittsburgh agency.

**ABC Names Chill**

Bob Chill, former reporter for the *Chicago Sun-Times*, has joined the publicity staff of the American Broadcasting Co.'s central division in Chicago.

**To Klau-Van Pietersom**

Western Condensing Co., Appleton, Wis., has appointed Klau-Van Pietersom-Dunlap Associates, Milwaukee, to direct its advertising.

**Grede Appoints Jacobs**

Burleigh E. Jacobs Jr. has been appointed assistant sales manager of Grede Foundries Inc., Milwaukee.

POSSESSIVELY, protectingly, this much-thumbed magazine is carried upstairs to somebody's room—for still more browsing, more shopping among ideas and things to buy, when there are more decisions to be made.

But the *wants* it has stirred up, the ideas about what-we'll-have-tomorrow—these stay downstairs, in the living hope chest of the whole family's dreams and table talk.

People read *Better Homes & Gardens* with a special, deep enthusiasm—with desire sharpening their interest as they turn each page. For here, cover to cover, is a rich parade of articles and advertisements concerning the most important things in their lives—their homes, their family interests! They study these pages, including the advertisements, right in the moment of wanting, planning, *deciding what and which to buy next.*

This intimate influence of *Better Homes & Gardens*—felt in over 3,400,000 well-above-average homes each month\*—is what makes this magazine "America's 1st Point of Sale." If you would like to have your own advertisements ride along on the hopes and wants of these good-prospect families, ask us for a quick run-down of the surprising BH&G story.

\*Over 3,500,000 in April and May.

for your  
Department



A Screened Market  
of more than 3,400,000 Better Homes



Gillette Safety Razor Company  
Standardizes on the New Brighter WHITE

**FALPACO**  
COATED BLANKS

for Effective Merchandise Display Cards

Falpaco Coated Blanks assure greater contrast in color and better reproduction, which result in more effective displays. The above display card was printed by Nevins-Church Press, Bloomfield, N. J., by letterpress in four colors on 10 ply Falpaco Blanks, single coated one side. Specify Falpaco for your next display.

Distributed by  
Authorized Paper Merchants  
from Coast to Coast



**PAPER COMPANY**  
NEW YORK OFFICE • 500 FIFTH AVENUE  
NEW YORK 18, N. Y.  
MILLS—FITCHBURG, MASS.

### Five Objectives for Export Advertisers Told by Patterson; Honneus Is Reelected

New York—Warning that the United States is "losing the cold war and its exports markets at a rate that means a hot war and no foreign markets," Jere Patterson, of the advertising department of Life International, told members of the Export Advertising Association at their annual meeting here that there are five lines of attack that export advertising should use.

The points he enumerated were: "1. Aid ECA in speeding European economic integration. 2. Help the

Department of State build listenership in the Voice of America. 3. Correct misconceptions of the U. S. through cooperative efforts on the part of American business. 4. Give impact to the pro-American, anti-communist overseas aims of labor, religious and fraternal organizations. 5. Adapt individual company export advertising to total diplomacy objectives."

■ George H. Giese, chairman of the committee arranging for the

second annual export advertising convention, reported that the session will be held Oct. 5 at the Plaza Hotel.

The association reelected as its president William S. Honneus, advertising manager of Time International.

Other officers for the coming year are: 1st vice-president, Charles F. Rork, export advertising manager, Electric Auto-Lite Co.; 2nd vice-president, James A. Martins, export advertising manager, Remington-Rand; treasurer, Albert M. Martinez, Melchor Guzman Co.; and secretary, Walter R. Bickford, managing editor, *Export Trade & Shipper*.

#### Appoints McLaughlin

James F. McLaughlin has been named sales manager of All-State Distributors Inc., Newark, wholesale distributor of Hallicrafter's television, Speed Queen laundry equipment and Webster-Chicago recording equipment. He was formerly dealer manager for Frigidaire appliances for six years.

#### Kaiser Appoints Four Regional Sales Heads

Kaiser-Frazer Corp. has appointed sales managers to head four newly created national sales divisions, it was announced by Steve Girard, general sales manager. Creation of the new divisions—western, midwestern, central and eastern—will expand the national sales organization for the marketing of the three new lines of 1951 K-F models, Mr. Girard said.

Appointed to the new posts are Frank J. Brosnan, eastern sales manager; Dean B. Wartchow, midwestern sales manager; Lee D. Schwartz, central sales manager, and Clark A. Silcott, western sales manager.

They will direct their divisions from headquarters here in order to maintain liaison between the home office and the field sales organization.

#### Kibrick to Kenyon Agency

Kenyon & Eckhardt, New York, has appointed Robert Kibrick, formerly director of research for the *New York Sun*, as business manager of the research division.

### Price reduced on DIAL Soap

...the soap that stops odor before it starts!



Think America! Your neighborhood requires a Dial soap brought more production savings that America and Consumer gladly share with you!

DIAL keeps you fresh round the clock!

DIAL CUTS PRICE—Color pages in comic sections of 112 newspapers on May 7 announced a Dial soap price cut. Page announcements also have been scheduled in *Family Circle*, *Life*, *True Story*, *Western Family*, *Woman's Day* and *Woman's Home Companion*, through Foote, Cone & Belding, Chicago.

### Hollywood Ball Club Tells TV Fans: Buy Tickets or Else!

HOLLYWOOD—Alarmed by a sharp drop in attendance, the management of the Hollywood Stars baseball club in the Pacific Coast League has told televiewers they must contribute to the club's income or telecasts of its games will be discontinued.

Under way is a 30-day trial during which viewers will be asked to purchase a packet of four grandstand seats, good for any game this year, at the regular price of \$1.25 each.

To stimulate interest, a plan is being worked out by the club and KLAC-TV, which beams the games, to set up a substantial prize list.

Reason for the concern is that although Hollywood was last year's league champion, and is again leading the pack, its gate receipts are considerably less than needed to break even. The club's break-even point is 450,000 attendance. Based on records to date, attendance will hardly exceed 350,000.

#### Consolidated Appoints Martin and Melvin

Consolidated Edison Co. of New York has named Raymond M. Martin, formerly assistant director of advertising, as director of advertising. Mr. Martin succeeds Henry Obermeyer, who joined Bozell & Jacobs last October.

Dennis S. Melvin, previously manager of the construction contracts bureau, has been appointed manager of the advertising department.

#### Chiquita Will Promote Corn Flakes with Bananas

Kellogg Co., Battle Creek, Mich., has borrowed Chiquita Banana through a tie-in arrangement with United Fruit Co., for promotion of corn flakes.

Chiquita Banana will suggest a corn flake and banana breakfast in full-color ads scheduled for Sunday comic supplements. Kenyon & Eckhardt handles the account.

#### Boosts Air Travel Ads

Trans World Airlines, New York, has increased its schedule of ads in the *Wall Street Journal* and business papers for long-haul Constellation flights between New York, Los Angeles and San Francisco. Gearing copy to the business traveler, TWA labels its flights as "Executive Time Savers." Batten, Barton, Durstine & Osborn handles the account.

#### MacFarland Joins Enloe

Cortez F. Enloe Inc., New York, medical agency, has appointed Edward W. MacFarland, formerly production head of the professional division, Doherty, Clifford & Shenfield, as production manager.

**EL IMPARCIAL**  
SAN JUAN PUERTO RICO  
Popular morning daily, covers Puerto Rico, a prosperous American dollar market.  
National Representative  
**EDWIN SEYMOUR, INC.**  
270 Park Avenue New York 17, N. Y.



## These two publications Hurdle the Sales Gap between Your Factory and Millions of Consumers

There are two important hurdles you must take to get across the gap that lies between your factory and successful, economical sales of your product to millions of consumers in the multi-billion dollar building market:

1. **SELL THE DEALER.** If the dealer doesn't carry or doesn't know about your product, he can give his customers a dozen reasons why the product he *does* carry is just as good or better.
2. **SELL THE BUILDER.** Tell him how your product is used, what it will do for him, its advantages, etc.—because if the builder doesn't know your product, he'll switch the owner to the product he *does* know.

When you have taken these two hurdles, you have covered the key factors *controlling* the sale of your product. Unless you have *both* the dealer and the builder on your side, it's **NO SALE**.

The consumer can't hope to be an expert on insulation, roofing, flooring and hundreds of other products.

He *must* rely on the judgment of his local building experts—the dealer and the builder. And he *does* rely on them because they stand back of their recommendations.

To sell these key sales factors—and keep them sold—talk the "how to sell more—how to make more money" language of the dealer (and his wholesaler) in **BUILDING SUPPLY NEWS**. And talk the practical "how to do it" language of the contractor and builder in **PRACTICAL BUILDER**. You need *both* BSN and PB, because each is individually tailored to serve the specific job interests and problems of its own class of readers. No horizontal, all-purpose papers, these!

That's why your advertising dollar buys *greater buying power*—when you hurdle the sales gap between your factory and millions of consumers with vital trade promotion in BSN and PB—the two publications that **SELL MORE** for you because each sticks consistently to its own last!

**INDUSTRIAL PUBLICATIONS, INC., 5 South Wabash Ave., Chicago 3, Ill.**

For over 33 years exclusive publishers to the Building Industry, also publishers of BSN Dealers' Directory Issue, Building Material Merchant & Wholesaler, Brick & Clay Record, Ceramic Industry and Ceramic Data Book

To sell contractors and builders who do residential, commercial, industrial, rural and remodeling work:

## PRACTICAL BUILDER

MORE CONTRACTOR-BUILDER CIRCULATION THAN ANY OTHER PUBLICATION

To sell the top dealers and wholesalers who supply the multi-billion dollar, construction market:

## BUILDING SUPPLY NEWS

DEALERS PAY MORE MONEY TO READ BSN THAN ANY OTHER DEALER PUBLICATION

Come to Building Headquarters

Largest and only exclusive publishers to the building industry

# Gipps Brewery Opens New Beer Promotion Push

**Uses Small Space and  
High Frequency Ads,  
Heavy Merchandising**

PEORIA, ILL.—Gipps Brewing Co. last week stepped up its advertising campaign in preparation for the summer season and set its sights on a 30% sales increase for 1950.

The company has been running small-space ads for Gipps beer in newspapers throughout central Illinois on a once-a-week basis. Last Monday, it began running from two to four 50-line ads every day of the week.

The multiple ads will continue on a daily basis through October, in 35 dailies in 15 markets, plus 150 weekly newspapers and farm publications in the brewery's marketing territory.

In addition to the newspaper insertions, Gipps will air radio spots and chain breaks over 11 stations in central Illinois, and is sponsoring five programs or newscasts on as many other stations.

The newspaper and radio advertising constitute the backbone of Gipps' promotion, but the brewery has undertaken extensive merchandising plans to get maximum value from the copy.

Newspapers are supplying reprints of the ads to retailers. Radio stations are running ads in newspapers calling attention to the Gipps programs. And both newspapers and radio stations have been supplied with giant postcards, which will be sent to retailers. The postcards read: "902 dynamic ads will be carried in the — by Oct. 31 on this popular Illinois beer," with appropriate changes for each market.

In addition to the postcards, used principally to remind retailers of the extent of the promotion (each dealer receives a separate card from each paper or radio station in his area), the company is conducting its own direct mail campaign.

Once a month, during the summer season, Gipps will send a letter to each of 50,000 families in the territory with an annual income of more than \$3,000.

The letters all carry the signature of Harry J. Krueger, president of the brewing company, and are reproduced on Gipps' colorful new stationery.

Typical copy reads: "My name is Harry J. Krueger, and I am taking this method of getting acquainted with you and your family. I want you to know something about the brewery of which I am president, and the quality of beer which we brew... Gipps beer is the finest that can be had."

"Some people think that a beer which is brewed in another city or state is better because it costs more... The reason it costs more is not because it is better, but because the freight charges are high, the cost of marketing and selling the beer is much higher when it is sold out of its natural trading area, and you pay these costs. This is the only reason that beers made in other cities and states cost so much more per bottle or can when you buy them here."

Another letter plugs the idea that money spent for Gipps stays in central Illinois, keeping thousands of citizens on the payroll, and the fact that Gipps buys everything it can in the same territory.

These same themes are repeated

in the newspaper ads and radio commercials, and in other letters (though with a slightly different slant) to dealers. In addition, the company also is sending out dealer letters emphasizing the large number of newspaper ads and radio commercials that will be funneled into the area this summer.

Gipps also is using full showings of car cards in all available markets, through the middle of September; plus painted bulletins, porcelain enamel highway signs and other direct mail gimmicks, all of which are coordinated with the sales activities, under Paul M. Raef, vice-president and sales manager.

Still another merchandising twist has been devised by Robert E. Jackson of Kaufman & Associates, Chicago, which handles the account. Every beer retailer in a market served by a radio station has received a letter from the agency itself.

The letter explains that the brewery is running a number of

commercials in the market and would like to mention the retailer and "any food that you may specialize in"—gratis.

Addressees are asked to write their own commercials on the bottom of the letter and return it in the enclosed stamped envelope to the agency. Kaufman then prepares the individual pitches and distributes them to the radio stations for use in the Gipps announcements.

In addition to the regular daily newspaper ads, the company has scheduled larger copy for the baseball page on a high-frequency schedule, and had special bock beer and St. Patrick's Day campaigns.

A primary objective of the promotion is to increase recognition of the new Gipps label. Special 1,000-line ads have been scheduled in papers with ROP color for each of the six holidays this year. Copy appears in two colors.

Mr. Krueger, who was elected president last fall, explained the

promotion philosophy thusly: "Our merchandising program is getting such extraordinary results because it is geared expressly to every factor affecting beer sales in every trading area that we serve."

"We have an accurate idea of exactly what every tavern and package store in our area is selling of any brand of beer in the market. We know what competitive brands of beer are investing in advertising."

"We know within an hour when any foreign brand of beer—beers from St. Louis, Chicago and Milwaukee—is being dumped at a price in our territory. More important, we have definite plans to meet any situation that arises in any of our markets," he said.

### Ranger Joe to Lamb & Keen

Ranger Joe Inc., Chester, Pa., which processes a honey-coated popped wheat product, has switched its account to Lamb & Keen, Philadelphia, from Neal D. Ivey Co., Philadelphia. Lamb & Keen will take over the account on June 1.

### Fawcett Appoints Cummins

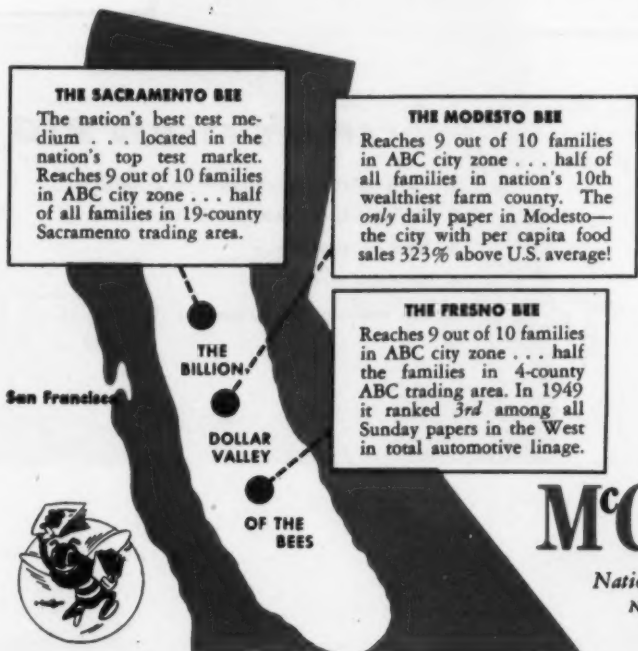
Fawcett Publications, New York, has named James Cummins, formerly with Meldrum & Fewsmith, as Detroit representative for *Mechanix Illustrated*, with headquarters at 1659 Guardian Bldg.

### Popular Appoints Chappell

Popular Fiction Group, New York, has appointed Loyd B. Chappell, West Coast publication representative, as sales representative in Los Angeles.



## ...like California without the Billion Dollar Valley of the Bees



Are you leaving a 2½-billion-dollar market behind you? A market with higher total retail sales than all Maryland? You are, if you're counting on San Francisco and Los Angeles newspapers to cover California's Billion Dollar Valley. Because that's inland California... and faraway coast papers don't get around there, any more than Philadelphia papers get around Pittsburgh.

You cover the Valley only when you advertise inside the Valley... in the leading local papers. They are the three McClatchy papers—The Sacramento Bee, The Modesto Bee and The Fresno Bee. No other newspaper combination—local or West Coast—even approaches their coverage of the Valley.

\*Sales Management's 1950 Copyrighted Survey

# McClatchy Newspapers

National Representatives... O'MARA & ORMSBEE, INC.  
New York • Los Angeles • Detroit • Chicago • San Francisco

### Author Gives Future Admen Sound Advice on Getting Ad Job

New York—"Look for your first advertising job in your local community—a local advertising agency, a local manufacturer, local publisher, retailer, or whatever businesses are closely available to you," Ruth Hooper Larison advises would-be admen and women in her new book, "Opportunities in Advertising."

Miss Larison is moderator of the job-finding forum of the Advertising Club of New York. Her advice to those who wish to enter the field is practical, though possibly a shade too encouraging.

Her book describes the scope of the ad business; the types of jobs available in agencies or with advertisers, media and retailers, and the preparation needed to break into the field.

In her discussions of the types of positions available in agencies, retail stores and advertiser and media organizations, she includes functional breakdown charts showing "points-of-entry" for neophytes.

Admen who must interview young hopefuls will save themselves a great deal of time by suggesting that the beginners read Miss Larison's chapter on "How to get started in advertising." It is concise and well written.

The 80-page book is published by Vocational Guidance Manuals Inc., 45 W. 45th St., New York 19. The price is \$1.

### WRITE ON LETTERING

New York—"The Elements of Lettering," by John H. Benson and Arthur G. Carey, is a well planned and executed book on the problems of lettering and the practical elements of designing letters.

This second edition (the first was limited) is priced low at \$3.75 for such a volume. The authors are partners of John Stevens Shop, Newport, R. I., stone-cutting shop, and are well known in the fields of art and lettering. The volume is published by Whittlesey House, McGraw-Hill Book Co.

### Blumberg Moves Offices

Frank L. Blumberg Advertising Agency has moved its offices to 800 Cathedral St., Baltimore 4.

### Raymond Products to Shenton

Raymond Products Co., Middletown, Conn., maker of bathroom and household fixtures, has placed its advertising with K. C. Shenton Advertising Service, Hartford, Conn. Business papers and direct mail will be used.

### Appoints Davis-Parsons

David Grimes Mfg. Co., New York, manufacturer of leather goods, has appointed Davis-Parsons Inc., New York, to direct its advertising.

### Johnston Scott Promoted

Johnston P. Scott has been advanced from refrigerator division manager to general sales manager of A. J. Lindemann & Hoverson Co., Milwaukee. He succeeds H. A. Halverson, who has resigned.

### Promotes George Douma

George M. Douma has been appointed sales manager of the electrical division of National Enameling & Stamping Co., Milwaukee. He has been assistant sales manager of the electrical division.

### Photoengravers Group to Meet

The annual convention and exhibition of the Photoengravers Association will be held at the Chalfonte-Haddon Hall, Atlantic City, Oct. 9-11. The convention will be under the general supervision of the Philadelphia local association.

### Caples Names Rullman V. P.

R. R. Rullman has been named vice-president in charge of the Los Angeles office of Caples Co. He was formerly manager of the Los Angeles office.

### Ciukurescu Names Ramsdell

George Ciukurescu, Philadelphia manufacturer of architectural woodwork and church furniture, has named Lee Ramsdell & Co. of Philadelphia to handle Ciukurescu advertising. Media include institutional and architectural journals.

### Niemann Gets Woods Account

Hugh H. Woods Co., Denver, building materials concern, has appointed Hal Niemann Associates as advertising counsel. Mack Switzer is account executive.

# the Cream of the Farm takes



First, you separate the top farm AREA. Capper's Farmer gives you Mid-America, richest farm market on earth.

### CAPPER'S FARMER BIG 10 ADVANTAGES

1. Largest rural publisher in America
2. Richest farm market in the world
3. Best coverage buy
4. Quality circulation
5. No mass small town circulation
6. Farm-tested editorial material
7. Reader confidence
8. Merchandised editorial content
9. Market dominated by farmers
10. Most quoted farm magazine

THERE'S CONCENTRATED BUYING POWER IN WINSTON-SALEM LOOK AT THE EVIDENCE



The JOURNAL & SENTINEL are the only papers that cover this South's No. 1 state.

The JOURNAL & SENTINEL are the only papers south of Washington offering a Monthly Grocery Inventory—an ideal test market.

The JOURNAL & SENTINEL are the only papers that completely blanket an important, 8-county segment of North Carolina.

**YOU CAN'T COVER NORTH CAROLINA WITHOUT THE**

WINSTON-SALEM TWIN CITY JOURNAL and SENTINEL MORNING SUNDAY EVENING

**Howe Launches Campaign**

Howe Co., Seattle, has launched an introductory newspaper campaign in the Pudget Sound area promoting Howe's non-smear nail polish remover. The account is handled by Pacific National Advertising Agency, Seattle.

**Cauhorn to Luckoff Agency**

A. V. Cauhorn Co., Detroit, distributor for Chrysler Air-Temp, has appointed Luckoff, Wayburn & Frankel, Detroit, to handle advertising.

**Republic Appoints Morris**

Clyde W. Morris, formerly production manager of the commercial department of Lowman & Hanford, Seattle, has been named manager of the commercial department of the Republic Publishing Co., Yakima, Wash., newspaper publisher.

**Viscose Names Hennig**

American Viscose Corp., New York, has appointed Gladys Hennig, previously with Verney Corp., as trade representative in the public relations department.

**Ward Breaks Test TV Spot Campaign in Three Markets**

CLEVELAND—Ward Products Corp. has opened a television test campaign in Kansas City, Oklahoma City and Cleveland for its TV antennas.

The one-minute spots being tested feature well-known video personalities, who provide a dash

of entertainment before making a product pitch for Ward's antennas.

First spot of the series features Cliff Norton of the "Garroway at Large" program. Norton also has his own five-minute TV program over Station WNBQ, Chicago (AA, May 1).

In each of the cities where the test commercial is running, the company is providing dealers with information and tie-in material through personal calls of company

representatives.

Ward has introduced a new antenna which can be installed in the attic of homes where outdoor installations are too difficult or expensive. The "high-gain, high-low" antenna is designed for use in areas where the signals from high and low-band station transmitters originate from the same general direction.

Burton Browne Advertising, Chicago, is the agency.

**Miss Elenz Joins R&R**

Maisie V. Elenz, formerly with C. L. Miller Co., has joined the copy staff of Ruthrauff & Ryan, New York.

**Lynch Joins Bates Agency**

Christopher P. Lynch, formerly with Lever Bros., has joined the media department of Ted Bates & Co., New York.

**Peerless Appoints Moss**

Moss Associates, New York, has been named by Peerless Camera Stores, New York, to handle a television advertising campaign.

# Market Three Separations



**Next, you skim off the high income COUNTIES.** Capper's Farmer penetrates them more deeply than any other magazine.



**Finally, the cream—the top farm FAMILIES.** By every test—*income, ownership, buying*—Capper's Farmer families stand out, even in their own wealthy areas.

**There!** By taking the best farm families, from the best farm counties, from the best farm area, you now have a 14 billion dollar market (estimated income of 1,350,000 reader families).

And all for the price of your Capper's Farmer campaign! Yes, Capper's Farmer is your BEST COVERAGE BUY—Just one of the BIG 10 Capper's Farmer advantages!

# Capper's Farmer

Topeka, Kansas

**Advertisers increasingly are acknowledging The Wall Street Journal's pulling power.**

**During the 1st quarter of 1950 The Journal gained 14.60% in linage over the same period of 1949.**

**If you advertise to business, The Wall Street Journal should head your list, too.**

**THE WALL STREET JOURNAL**

44 BROAD ST., NEW YORK  
911 YOUNG ST., DALLAS  
415 BUSH ST., SAN FRANCISCO

### Hopkins' Histacol Production Stopped

PHILADELPHIA—Hopkins & Hopkins Pharmaceutical Co. has discontinued advertising and producing its Histacol antihistamine tablets.

Regional and national advertising was halted more than a month ago due to a legal controversy with another (unnamed) drug firm over the use of the name.

Michael Hopkins told ADVERTISING AGE that the reason for halting production and marketing of Histacol was because the "colds season was over." Sales were off, he said. However, he did not commit himself as to whether the company would resume production of the tablets in the fall.

#### Bonsib Names Maston V. P.

Mrs. N. M. Maston, production manager of Bill Bonsib Advertising Agency, Denver, has been elected agency vice-president.

## Earnings of Advertisers

previous year's total of \$22,297,441. Net profits, however, were \$2,704,954 or \$3.34 a share, compared with last year's net of \$2,471,161, or \$3.06 a share.

● Kaiser-Frazer Corp., which earned \$10,362,098 in 1948, reported a net loss for last year of \$30,329,351 after a \$9,000,000 tax credit. Sales volume for the year exceeded \$104,000,000. Edgar F. Kaiser, president, said that the company probably will lose more in the first half of 1950, "until our production and sales attain substantial volume."

● International Nickel Co. of Canada Ltd. had net earnings for 1949 of \$32,252,314 on total sales of \$184,052,188, compared with a net of \$39,108,404 on sales of \$198,329,310 for 1948.

● Gibson Art Co. reported net earnings for the fiscal year ending Feb. 28 of \$1,023,829, compared with earnings of \$1,235,519 for the previous fiscal year. In national advertising the company has concentrated on a year-round schedule in 226 newspapers.

● Philip Morris & Co. reported net earnings for the fiscal year ended March 31 of \$7.26 per share, compared with \$5.84 per share the year before. Net earnings totaled \$15,303,184 against \$12,498,058 the previous year. Sales for the fiscal year reached an all-time high of \$255,752,000, up 12% from the preceding year's sales of \$228,372,000.

● Thor Corp. reported sales of \$23,875,995 for 1949, and a net profit of \$741,156, or \$2.10 a share. In 1948 the company earned \$2,515,404, or \$7.14 a share, on sales of \$35,844,985.

● W. A. Sheaffer Pen Co. net sales for the fiscal year ended Feb. 28 dropped to \$19,368,368 from the

● Anaconda Copper Mining Corp. grossed \$92,616,823 last year, a drop of about 22% from 1948's gross earnings. Consolidated net income decreased \$26,156,275, or almost 49%. Profit per share for 1949 was \$3.14 compared with \$6.19 in 1948.

● Thomas A. Edison Inc. net earnings for 1949 were \$555,891 or \$1.13 a share, compared with 1948 earnings of \$564,540 or \$1.10 a share. Sales last year totaled \$28,893,965 as against \$29,491,600 in 1948.

● E. J. Brach & Sons reported net profits for 1949 of \$1,315,405 compared with a 1948 net of \$3,220,209. Total sales for last year were \$31,801,040 against \$38,244,457 the previous year.

● Macfadden Publications Inc. reported net earnings last year of \$367,402 or 87¢ a share, compared with earnings of \$422,107 or \$1.03 a share in 1948. Total revenue last year was \$14,721,514 against \$14,846,498 the previous year.

● Iron Fireman Mfg. Co. reported net earnings for 1949 of \$340,733 on sales of \$11,981,565, compared with a net of \$701,225 on sales of \$13,227,167 for the previous year.

● Allen B. DuMont Laboratories Inc. reported net earnings for 1949 of \$3,269,880 or \$1.49 a share compared with 1948 earnings of \$2,701,767 or \$1.29 a share. Gross income last year totaled \$45,267,089 against \$26,934,239 for 1948.

● Union Bag & Paper Corp. net earnings for 1949 were \$7,485,638 or \$5.01 a share, down from 1948's all-time high of \$13,607,790 or \$9.17 a share. Sales last year were \$65,489,000 compared with '48 sales of \$76,530,000.

● Corn Products Refining Co. reported net income last year of \$14,035,622 on sales totaling \$145,318,066, compared with a net of \$12,870,322 on sales of \$171,896,615 for 1948.

● Goldblatt Bros. Inc. net sales for 1949 were \$90,660,689 compared with 1948 sales of \$94,814,070. Earnings amounted to \$1,524,439 or \$2 a share against 1948 earnings of \$1,505,643 or \$1.96 a share.

● Grayson-Robinson Stores Inc. net income for 1949 was \$1,762,428 or \$2.79 per share, down from 1948's record high net of \$2,489,964 or \$4.02 a share. Net sales for the year reached an all-time high of \$75,131,637, 3.3% above the previous high of \$72,712,375 reported for 1948.

● Stewart-Warner Corp. sales last year were \$54,609,713 and net profit was \$2,163,106 or \$1.67 a share. In 1948 sales were \$72,534,085 and net profit was \$3,154,316 or \$2.44 a share.

● A. Stein & Co. net earnings for 1949 were \$1,525,882 or \$3.22 a share compared with earnings in 1948 of \$2,046,377 or \$4.33 a share. Gross income last year totaled \$5,225,567.

● Reliance Mfg. Co. reported net earnings last year of \$569,199 or 97¢ a share compared with a net of \$17,732 or a deficit of 18¢ a share in 1948. Sales in 1949 were \$36,361,765; in 1948 they were \$37,769,745.

● General Finance Corp. net income for 1949 was \$1,036,744, down from 1948's record high of \$1,118,570. Earnings were equal to 83¢ a share compared with 91¢ a share in 1948, both figured after a 10% stock dividend had been declared.

● Coleman Co. had net earnings of \$1,117,004 last year, or \$2.58 a share, compared with earnings of \$3,200,905 or \$7.79 a share in 1948. Net sales in 1949 totaled \$23,881,006 against \$29,971,020 in 1948.

● Gillette Safety Razor Co. and subsidiaries (including the Toni Co.) reported net earnings of \$13,917,949 last year compared with

Specialists in SILK SCREEN PRINTING

**24 sheets**  
10 TO 300

*Fosters*  
INCORPORATED  
BOX 2017 TULSA, OKLAHOMA

**OVER 1,000,000 READERS EVERY SUNDAY!**



The Only Sunday Supplement with **MASS COVERAGE** in Oklahoma

The Sunday Oklahoman Magazine, locally edited and printed, gives advertisers the mass coverage they need in Oklahoma. No outside Sunday supplement reaches more than 2% of the state's families.

**260,133**  
FAMILIES EVERY SUNDAY  
read The Daily Oklahoman

**258,785**  
FAMILIES DAILY  
read The Oklahoman & Times  
(March 1950, average)

**PULLING POWER!** Ask your KATZ representative for outstanding success stories of local and national advertisers who have used The Sunday Oklahoman Magazine.

**THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES**

The Oklahoma Publishing Company: The Farmer-Stockman. WKY-AM-FM-TV, Oklahoma City  
REPRESENTED BY THE KATZ AGENCY, INC.





THEY'RE ALL GOOD—Globe Oil & Refining Co., Chicago, took a sly crack at "negative" advertising claims about gasoline improvements in this Chicago Journal of Commerce ad last week. Every reputable refiner protects his gasoline against deterioration after it leaves the refinery, says Globe. The ad was placed through Almon Brooks Wilder, Chicago.

1948 earnings of \$15,001,480. This was equal to \$6.26 a share of common stock in '49 and \$6.80 a share in '48. The company reported that earnings of the Toni Co. since its purchase in 1948 have exceeded the \$8,000,000 paid for good will.

Plough Inc. and subsidiaries had the highest net sales in the company's history last year—\$15,479,512 compared with 1948's high of \$15,229,966. Net income last year was \$470,323 or \$1.05 a share against \$505,115 or \$1.12 a share in 1948.

Sunshine Biscuits Inc. reported net income for 1949 of \$7,832,421 or \$7.67 a share on sales of \$104,851,927. In 1948 earnings were \$6,923,284 or \$6.78 a share.

Bendix Home Appliances Inc. net sales for 1949 totaled \$34,983,163, down from 1948's total of \$50,179,423. Net profit for the year was \$603,760 or 57¢ a share compared with a net of \$4,001,180 or \$3.78 a share in 1948.

American Gas Association reported total fund receipts for the year ended Sept. 30, 1949 of \$897,956 and total fund expenditures for the same period of \$726,157. The AGA financial statement showed that 32¢ out of every dollar spent went for advertising.

W. T. Grant Co. reported net earnings last year of \$9,435,477 or \$3.73 a share on sales of \$233,167,686. In 1948 profits were \$9,299,167 or \$3.67 a share on sales of \$233,904,425.

Weyerhaeuser Timber Co. reported net income for 1949 of \$24,633,016, on sales of \$155,662,755, compared with a net for 1948 of \$28,978,246 on sales of \$126,765,538. Net income per share was \$7.88 in 1949 and \$9.48 in 1948.

Peter Paul Inc. reported 1949 earnings equal to \$4.51 a share, after setting up a reserve of \$100,000 for contingencies, compared with the all-time high of \$4.97 a share in 1948. Earnings do not include net income resulting from the operations of Peter Paul Philippine Corp., the company's wholly-owned subsidiary.

Federated Department Stores Inc. announced record net sales of \$358,551,020 for the fiscal year ended Jan. 28, compared with \$346,526,318 in the previous year. Earnings totaled \$15,440,496 after taxes and minority interests, compared with \$14,480,181 in the previous year.

Sears, Roebuck & Co. sales last year amounted to \$2,168,928,412, a decrease of 5.5% from the previous year's volume of \$2,295,991,180, which was the record high for the company. Net income for the year was \$108,206,718 or \$4.58 a share compared with \$137,206,016 or \$5.80 a share in 1948.

Aldens Inc. reported net earnings of \$878,742 or \$2.03 a share for the fiscal year ended Jan. 31. This compares with a net of \$1,-

482,979 for the 13-month period ended Jan. 31, 1949. Sales for the fiscal year were \$68,918,480 compared with \$87,841,639 for the 13-month period ending Jan. 31, 1949.

United States Rubber Co. net profit last year was \$15,100,072 on sales of \$517,439,876 compared with a net of \$20,141,585 on sales of \$572,024,663 in 1948.

Greyhound Corp. reported net earnings of \$11,593,280 last year, equal to \$1.22 a common share, compared with net earnings in 1948 of \$16,127,753, equal to \$1.70 a common share. Operating revenue for the year totaled \$184,177,000 against \$192,544,000 for the previous year.

Fairchild Engine & Airplane Corp. had net earnings in 1949 of \$1,575,328 or 68¢ a share of common stock compared with 1948 earnings of \$1,211,563 or 52¢ a common share. Sales last year totaled \$48,101,453 and the company reported \$80,100,000 in unfilled orders at the end of the year.

### Sealright Plans Two Magazine Contests

FULTON, N. Y.—Mapping a billiard shot in sales promotion, Mel-drum & Fewsmith Inc., Cleveland, will direct two nationwide consumer contests for a manufacturer who does not sell directly to the consuming public.

The advertiser is Sealright Co. here, producer of cylindrical paper containers for ice cream and frozen foods, and paper milk bottle hoods.

One of two contests tied with advertising for Sealon milk bottle covers will center on movie star identification and be carried in Collier's. The other, an ice cream recipe contest, will run in The Saturday Evening Post.

Purpose behind the contests is to make the public aware of Sealright products and to build up dealer sales by local promotion. The contests will be supported by

extensive trade paper advertising and point of sale displays.

Full-page b&w insertions will be made in the May 27, July 8, Aug. 28 and Dec. 16 issues of the Post. Collier's insertions of the same type and size will appear in the May 27, July 29, Aug. 26 and Dec. 16 numbers.

### Tansill Quits Pepperell to Join Burlington Mills

Donald B. Tansill, vice-president and director of sales, Pepperell Mfg. Co., Boston, has resigned effective June 1 to join Burlington Mills, New York, as vice-president and merchandising coordinator. Mr. Tansill will be succeeded by Duncan Rogers, who is now general sales manager of Pepperell.

### Pascal Joins Auerbach

Auerbach Associates, New York, has added Theo Pascal, formerly home editor of Charm, as advertising and sales promotion executive. Miss Pascal succeeds Albert Leach, who recently left on a round-the-world vacation.

### Barbizon Switches to R&R

Barbizon Corp., New York, manufacturer of ladies underwear, has named Ruthrauff & Ryan, New York, to handle national advertising. No media schedules have been set. The account was previously handled by Federal Advertising Agency.

### Wilson Agency Moves

Edwin Bird Wilson Inc., advertising agency, after 34 years has moved from 120 Wall St. to 40 Wall St., New York.

**QUALITY METAL AND PLASTIC SIGNS**

If you have a sign problem, write us. United makes a wide range of printed, enameled, lighted and unlighted signs. Write for information.

ADVERTISING SIGN DIVISION  
United Sound & Signal Co., Inc.  
COLUMBIA PENNSYLVANIA

# Seattle IS SPENDING 68 Million Dollars for SCHOOLS

Seattle is constructing new public, parochial and university school buildings to meet the requirements of its expanding population. This is but another indication of the **BIGNESS** of the Seattle market.

Of the 19 leading markets in the United States—including such cities as Los Angeles, San Francisco, Chicago and New York, Seattle ranks **FIRST** in retail sales per capita, **SECOND** in effective buying income per capita.\*

In the **BIG** Seattle market of more than a half million people, advertisers know that sales success can be found through concentrated, frequent advertising in **The TIMES**.

\*Source: Sales Management Magazine, Survey of Buying Power, May 10, 1949.

**THE SEATTLE TIMES**  
"FIRST in Seattle"

SEATTLE—FIRST in RETAIL SALES per capita  
SECOND in BUYING INCOME per capita  
**ONE DOES IT**  
REACHES & OUT OF 10 SEATTLE HOMES!

Represented by O'MARA & ORMSBEE • New York • Detroit • Chicago • Los Angeles • San Francisco

**Heads Florida Commission**

Howe Sadler has been promoted from acting director to director of the Florida State Advertising Commission. The commission has renewed its contracts with three advertising agencies for the coming year. They are August Dorr Advertising, Miami, recreation account; August Burghard Inc., Fort Lauderdale, agricultural account, and Henry Quednau Inc., Tampa, industrial account.

**Granite Looms Names Fishman**

Irving Fishman has been appointed sales promotion manager of Granite Looms Inc., Fall River, Mass. He will maintain headquarters at 1133 Broadway, N. Y.

**McClay to Join WPIX**

John McClay, program director of WCAU-TV, Philadelphia, has resigned, effective May 12, to become director of operations at WPIX, New York.

**Dotted Liners Elect Becker**

The New York Dotted Line Club, sponsored by the Associated Business Publications, has elected Walter Becker, Haire Publishing Co., president. Other officers are: 1st vice-president, R. R. Kopfmann, Simmons-Boardman Publishing Corp.; 2nd vice-president, Arthur Hibbard, Geyer Publications, and 3rd vice-president, Jack Gafford, Advertising Publications Inc.

**Schorn Paint Maps Drive**

Schorn Paint Co., Seattle, recently acquired by National Lead Co., will open a color newspaper advertising campaign this month in daily papers in Washington and northern Oregon. Point of sale material accompanies the campaign. Honig-Cooper Co., Seattle, handles the account.

**Case Promoted**

E. E. Case, service and sales engineer of Automatic Refrigerating Co., Hartford, Conn., has been appointed sales and installation manager. The company manufactures commercial air conditioning and refrigerating equipment.

**Retail Sales**

**Federal Reserve Figures on Department Store Sales**

WASHINGTON—Retail business during the week ended April 22 was 5% better than it was during the same week last year.

Department store sales during the week of April 8 were the same as last year. During the week of April 15, retail volume was 19% below the level reached during the corresponding week of 1949, and then rose to 5% above the 1949 figure in the week ended April 22. Despite this fluctuation, retail volume this year has followed the same general seasonal pattern that it has during each of the postwar years. Easter came a week earlier this year than in 1949. Sales usually decline immediately after Easter—hence the 19% drop.

The 5% gain during the week of April 22 suggests that seasonal

DEPARTMENT STORE SALES INDEX	
1935=100 (SEASONALLY ADJUSTED)	
Week to Mar. 18, '50	264
Week to Mar. 25, '50	279
Week to Apr. 1, '50	301
Week to Apr. 8, '50	321
Week to Apr. 15, '50	255
Week to Apr. 22, '50	279

*p*Preliminary.  
*\**Not adjusted seasonally.

buying for Mother's Day has started sooner than usual.

The tabulation for the week of April 22 shows that the Richmond, Minneapolis and Dallas districts had the greatest sales activity. Sales in the remaining nine districts were only moderately better than they were during the same period last year.

	% Change from '49		
	Apr.	Apr.	Apr.
Federal Reserve District and City	8	15	22
UNITED STATES	0	-19	5
Boston District	8	-28	4
New Haven	3	-43	2
Boston	-3	-23	2
Springfield	3	-40	6
Providence	2	-29	3
New York District	-3	-20	1
Newark	-1	-20	4
Buffalo	-4	-31	3
New York	-4	-20	-1
Rochester	4	-18	9
Syracuse	7	-27	12
Philadelphia District	-5	-19	9
Philadelphia	-6	-20	6
Cleveland District	-5	-23	6
Cleveland	-9	-23	1
Akron	-9	-7	2
Cincinnati	-1	-25	19
Cleveland	-1	-25	8
Columbus	-9	-24	-4
Toledo	-4	-27	-1
Erie	2	-31	5
Pittsburgh	-10	-22	-3
Richmond District	-1	-19	13
Washington	2	-21	25
Baltimore	-5	-16	3
Atlanta District	12	-22	8
Birmingham	13	-26	7
Miami	12	-15	7
Atlanta	14	-20	3
New Orleans	6	-26	14
Nashville	9	-27	0
Chicago District	-4	-16	4
Chicago	-3	-17	7
Indianapolis	-1	-17	5
Detroit	-8	-14	-1
Milwaukee	-5	-19	2
St. Louis District	-3	-16	7
Little Rock	12	-17	-24
Louisville	-1	-4	12
St. Louis	-9	-18	5
Memphis	8	-22	26
Minneapolis District	1	-18	13
Minneapolis	1	-17	16
St. Paul	3	-17	11
Duluth-Superior	-6	-30	-1
Kansas City District	4	-16	2
Denver	8	-18	10
Wichita	0	-26	-7
Kansas City	-4	-12	0
St. Joseph	15	-37	-5
Oklahoma	12	-10	10
Tulsa	4	-15	-6
Dallas District	17	-6	11
Dallas	19	-15	8
Fort Worth	18	-16	13
Houston	7	-7	9
San Antonio	19	27	15
San Francisco District	8	-19	1
Los Angeles Area	6	-19	2
Oakland	8	-22	-1
San Francisco	13	-26	8
Portland	0	-18	-5
Salt Lake City	10	-19	-5
Seattle	11	-18	0

rRevised.  
\*Data not available.

**Sets Blue Grass Drive**

Elizabeth Arden Sales Corp., New York, will break its annual spring campaign for Blue Grass Flower Mist (cologne) May 15, with full-page color or b/w copy in nine magazines. The drive will be reinforced by newspaper advertising in major markets. Grey Advertising Agency, New York, handles the account.

**Raytheon Promotes Welch**

Arthur E. Welch, sales promotion manager of Raytheon Mfg. Corp., Waltham, Mass., has been advanced to eastern regional sales manager of the company's Belmont division. In his new post he will direct sales in six eastern seaboard states.

**Moorhead to General Bronze**

John W. Moorhead, formerly architectural sales manager of the Great Lakes Carbon Corp., has been named vice-president in charge of architectural sales development of the General Bronze Corp., New York.

*Servicing the*  
**ADVERTISING PROFESSION**

Sales Portfolios • Advertising Specialties  
Die-Cutting • Mounting • Paper Lining, etc.

● **SERVICE BINDERY CO., INC.**  
and subsidiary  
**SERVICE MOUNTING & FINISHING CO.**

Plant—3231 South Washburn Avenue—Chicago, Ill.  
New Phone—CALumet 5-3224




**TURN THE TAP  
FOR SALES IN  
653,300  
FARM and RANCH HOMES  
with Running Water**

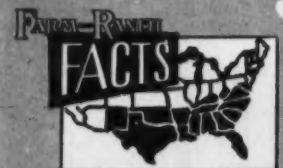
There's a tremendous market for new bathroom, kitchen and laundry equipment in these 653,300 Farm and Ranch-Southern Agriculturist homes already equipped with running water . . as well as in the additional 139,000 subscriber homes whose owners plan to install running water systems *this year*.

To get these facts—so *you* can get the sales, Farm and Ranch-Southern Agriculturist turned the spotlight on the Southern market with a comprehensive "Sampling-in-Depth" survey of its 1,390,000 subscriber families. Conducted by Dr. Charles F. Sarle and Associates of Washington, D. C., this survey went to the bottom of the barrel. It asked questions and kept on asking them until it got the answers—a 72% actual return from a perfectly cross-sectioned and adequately sized group of 14,415 subscriber households. This completely impartial and exceptionally thorough survey brought in concrete evidence of what those 1,390,000 Farm and Ranch-Southern Agriculturist homes have now—and *what they intend to buy*. Take advantage of this vital market data—let Farm and Ranch-Southern Agriculturist turn the tap and start the sales for you in its big able-to-buy Southwide market.

**FARM AND RANCH**  
**SOUTHERN**  
**AGRICULTURIST**

FARM and RANCH PUBLISHING CO.  
NASHVILLE, TENN. • DALLAS, TEXAS

Offices in Nashville • Dallas • Atlanta • Chicago • New York • Los Angeles • San Francisco • Seattle



**ABOUT 1,390,000  
SOUTHERN RURAL FAMILIES  
Just Off the Press!**

Vital facts and figures on more than 5 million people who can use what you have to sell . . facts

**WHO THEY ARE**—a complete breakdown on these 1,390,000 farm families, showing family population, age groups, educations, etc.

**WHERE THEY LIVE**—shows you how Farm and Ranch-Southern Agriculturist reaches more homes with greater total purchasing power in the South than any other farm magazine.

**WHAT THEY HAVE**—facts you want to know on what these families have now and

**WHAT THEY'LL BUY**—actual figures on many household and farm items these 1,390,000 farm families intend to buy within the next 12 months.

This information means money in the bank for you . . call or write now for your copy of Farm and Ranch Facts!

Farm and Ranch-Southern Agriculturist Reaches More Southern Farms Than Any Other Farm Magazine in America!

**CIRCULATION GUARANTEE**  
Southwide 1,275,000

Eastern Edition 900,000 Western Edition 375,000

**TOTAL NET PAID CIRCULATION**  
March, 1950 issue 1,390,000

Eastern Edition 934,591 Western Edition 446,729

A new trend in advertising art is the use of "fine art" techniques such as this loose handling of wash by George McVicker. Advantages are: informality of effect, relief from sameness of photographs and formal illustrations, elimination of intrusive detail, expression of a mood favorable to the advertiser's message.

## Change of Pace

Trends and tastes in advertising art are continually changing, but our standards of reproduction are always the same: *the finest engravings that superlative equipment and skilled craftsmanship can produce.* Art Directors and Production Men from coast to coast prefer to send their toughest copy to

**Collins, Miller & Hutchings, Inc.**  
*America's Finest Photoengraving Plant*



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**Richard Hogue Rejoins ABC**  
Richard Hogue, who left ABC, New York, in January to join Music Corp. of America, talent agency, has returned to ABC, replacing George Perkins in the spot sales department. Mr. Perkins resigned to become radio-TV head of Schwab & Beatty.

**Manning Named A. M.**

Joseph F. Manning Jr. has been named manager of advertising and sales promotion for the National

Enameling & Stamping Co., Milwaukee. Mr. Manning assumed his new post after three years as assistant manager for the company.

**Chicago to Hire Publicist**

Directors of the Chicago Board of Trade have voted to hire a public relations director, to be an employe of the exchange. Since Sept., 1947, the publicity of the exchange has been handled by the Joseph W. Hicks organization, whose contract expired at the end of April.



**NEW SPONSOR**—Frank Freimann (right), executive vice-president of Magnavox Co., has a luncheon conference at the Stark Club with L. J. Sholty (left), vice-president of Maxon Inc., and Sid Caesar, star of NBC's television revue, "Your Show of Shows," of which Magnavox became a sponsor April 15.

**Law School Names Hickerson**

The Chicago office of J. M. Hickerson has been appointed to handle the advertising of American Extension School of Law, and the G. M. Elleson Co., manufacturer of extension watch bands. Media plans for both accounts include the use of national magazines.

**L&M Names Taylor V. P.**

Lennen & Mitchell, New York, has promoted Jackson Taylor, who joined the agency last month as account group supervisor, to vice-president. Before joining Lennen & Mitchell, Mr. Taylor was a vice-president and director of McCann-Erickson.

**Photostats FOR ADVERTISING**

STANDARD STUDIOS INC. WHI. 5355

540 N. MICHIGAN AVE.  
185 N. WABASH AVE.  
410 N. MICHIGAN AVE.  
111 E. DELAWARE ST.

SOME PEOPLE HAVE A MANIA FOR OTHERS HAVE A MANIA FOR   
FOR STILL OTHERS ARE MAD ABOUT THAT'S  
DIPSOMANIA! AND THERE ARE THOSE WHO ARE SIMPLY WILD  
ABOUT THAT'S KLEPTOMANIA! BUT THE MOST  
WONDERFUL MANIA OF ALL IS THE ONE WE'VE GOT FOR YOU...

**WE'VE GOT A MANIA FOR INCREASING YOUR SALES!**



**PF decalcomania!**

**MORE PEOPLE** remember your brand, ask for your brand, reach for your brand, if they see your brand wherever they go! Get repeated-impression impact...in cost-free space...with PF decals!



*Tips! Ideas! Samples!*

**WRITE TODAY** for your free copy of this information-packed, 16-page booklet plus samples of PF decals!  
Address Dept. AA, 220 West 42nd St., New York 18, N. Y.



**PALM, FECHTELER & CO.**  
NEW YORK • E. LIVERPOOL, OHIO • CHICAGO

**New Book Discusses Problem of Choosing Potential Executives**

**NEW YORK**—The new *Modern Industry* book, "How to Pick Leaders," is not a panacea for the problem of selecting personnel. But it does discuss the various methods employed in selecting leaders and lists the advantages and shortcomings of such techniques.

G. L. Freeman, consultant psychologist, and E. K. Taylor, of the personnel research section, United States Army, have attempted to do three things:

1. Using previous research findings as a basis, they attempt to describe the personality elements commonly found in leaders.

2. With this personality pattern defined, they indicate how it can be used to improve the executive selection process.

3. The various methods of testing, interviewing and evaluation of prospective executive employes are discussed in detail so that the reader can examine and improve the techniques which he now uses.

Although "scientific" selection methods still are rudimentary, and many of the tests of executive "potential" may be challenged, the new volume is an important contribution to a vital business problem.

The book is published by Funk & Wagnalls Co. at \$3.50.

**BUCKLEY REVISES LETTER WRITING BOOK**

**NEW YORK**—In the third edition of Earle A. Buckley's "How to Write Better Business Letters," the president of the Earle A. Buckley Organization contends that any business letter can be improved if the writer has the right attitude and knowledge of fundamental principles.

If each business letter is approached as an opportunity, rather than a chore, he says, it will be written with the express purpose of accomplishing something constructive, and the tone of the letter thus will be friendlier, more constructive and more interesting.

Once a business letter writer has acquired this attitude toward his letters, says Mr. Buckley, the knowledge of techniques is easier to apply.

The volume carries the reader through an analysis of the product, service or idea which the letter will be designed to sell; the details of letter preparation; problems which will be encountered; and solutions to the more general problems.

Throughout the book, he has included examples of "do's" and "don'ts" and has taken pains to illustrate all major points with specific examples.

The book is published by the McGraw-Hill Book Co. at \$3.

**SELL BIG RETAILERS SENSIBLY: WEISS**

**NEW YORK**—E. B. Weiss, director of merchandising, Grey Advertising Agency, has written a new book on how to gear sales and advertising to the "400 giant retail organizations" which do "more than 50% of the total volume."

Title of Mr. Weiss' book is "Mass Marketing to the '400' Mass Retailers." It is published by Funk & Wagnalls Co., New York, (\$5) as part of the *Printers' Ink* Business Bookshelf series.

**Pennsy Bankers Study Ads**

The Pennsylvania Bankers Association, Philadelphia, plans to study the possibility of a statewide advertising campaign this year. The bankers are studying public relations possibilities in newspaper ads, and have appointed a committee to study the cost of such a program.

## The Creative Man's Corner

To paraphrase a long famous line of *The New Yorker's*, "What chef do you read?"

Ernest Imhof goes down the line for Old Dutch coffee—Lucien Vincent is just as enthusiastic about G. Washington's instant coffee. And both in the same paper!

Frankly, for this Corner's money, you can have Old Dutch, G. Washington, Imhof and Vincent. Coffee that one gets out is never as good as coffee that one gets in. The Creative Woman can take a couple of tablespoonsfull of A&P coffee (Red Circle) and turn out a more satisfying brew than Imhof and Vincent put together—plus all the other chefs commercial enough to brew coffee in volume and sell their names for a testimonial.

Both these campaigns look like another Madison Avenue dream of what makes good coffee advertising. But after

### Why Old Dutch makes more delicious cups of coffee

Selected coffee beans "Aged-to-the-Tropics" for richer flavor... blended and roasted in an "exclusive" way! That's why every pound of OLD DUTCH gives you the most flavorful, most aromatic, most delicious coffee in America. It's a pleasure to drink fresh, rich-tasting OLD DUTCH.

Now Instant G. Washington's is a blend of finest quality coffee. By a completely new, exclusive process, flavor and freshness are sealed into the coffee itself!

Every cup of new Instant G. Washington's gives you the full, rich flavor of pure coffee... fresh-brewed! Coffee that's perfect every time.

Ask for OLD DUTCH, the Coffee preferred by Famous Chefs.

### "AFTER 6,000,000 CUPS I Know Perfect Coffee!"

Says LUCIEN VINCENT, Head Chef in one of Philadelphia's finest hotels:

Mr. NEW INSTANT G. WASHINGTON'S makes a PERFECT CUP OF COFFEE EVERY TIME!

Instant G. Washington's is a blend of finest quality coffee. By a completely new, exclusive process, flavor and freshness are sealed into the coffee itself!

Every cup of new Instant G. Washington's gives you the full, rich flavor of pure coffee... fresh-brewed! Coffee that's perfect every time.

NEW INSTANT G. WASHINGTON'S

ASK FOR A PERFECT CUP OF COFFEE EVERY TIME!

brewing 6,000,000 cups of coffee, M'sieu Vincent must be so sick of the stuff that he wouldn't know a good cup of coffee if he happened, by accident, to brew one. And if all Herr Imhof can say is that "It's a pleasure to drink fresh, rich-tasting Old Dutch," he either hasn't been paid enough to get real enthusiastic or is being more tactfully honest than the Old Dutch people realize.

If the boys who wrote and okayed this stuff stopped to think of it, they'd realize that restaurant food, and restaurant coffee in particular, suffer so much in comparison with the home-made variety that restaurants themselves go to no end to convince the public that their food and their coffee taste just like home-made.

As a matter of fact, these ads look themselves as if they came out of a commercial copy urn rather than a good old-fashioned home percolator.

## ANA Issues Guide for Evaluating Market Research

**NEW YORK**—A checklist for evaluating marketing research studies designed for advertising executives has been released to members of the Association of National Advertisers by its advertising research committee, headed by R. H. Moulton, research director of the General Foods Corp.

The report, copyrighted by the ANA, presents a series of check questions which "an advertising man can and should apply to a research study or project. If an advertising manager asks these questions, and if the answers are satisfactory," Mr. Moulton said in presenting the check list, "he can be fairly sure that the research findings will give him the type of information he can use with confidence."

The series of questions have been divided into (1) those which may be answered by advertising men without technical training and (2) those which "may properly require the assistance of research technicians."

Areas suggested for the advertising executive to examine before accepting marketing research findings include: the timing of the research project to be sure no unusual marketing factors were present; the manner of presenting a survey's limitations; and whether the interpretation is in line with the facts.

On this latter point the ANA report says: "Those reading research reports ought not to accept another person's interpretations of the sur-

vey facts too quickly. It is always well to make certain that facts will thoroughly support the conclusions that have been drawn."

The questions included in the check list were drafted by members of the advertising committee and presented to the entire ANA membership. The four page brochure represents the combined judgment of all ANA members, the report says.

### Air Reduction Names Beck

Air Reduction Sales Co., New York, has promoted Henry W. Beck, previously assistant advertising manager, to advertising manager of Airco Co. International, an export division of Air Reduction Co. Mr. Beck succeeds L. H. Senholz, who has become export advertising manager of Charles Fizer & Co., chemical manufacturer. William Bettes, who handles business paper advertising, and George M. Worden, who has been in charge of publicity, will be jointly responsible for duties formerly held by Mr. Beck.

### Motorola Appoints Two

Jack Petterson has been named assistant advertising manager and N. H. Terwilliger, sales promotion manager of Motorola Inc., Chicago. Mr. Petterson formerly was ad and sales promotion manager of G. E. Supply Corp., Chicago. Mr. Terwilliger a year ago left Sparton Radio Co., where he was ad manager, to join Motorola's advertising department.

### Western Stove Signs Manners

Western Stove Co., Culver City, Cal., will sponsor the "Zeke Manners" show on the ABC Pacific network, beginning May 8. The show will originate from New York, 7:45-8 a.m., Monday through Friday. Brooks Advertising, Los Angeles, is the agency.

Why do 51% of Retailing Daily's advertisers use no other home furnishings business paper?

No advertiser funnels all of his advertising dollars into one publication unless he's mighty sure that publication gives him the best advertising buy for his dollars.

In the past year, more than half of Retailing Daily's advertisers did just that. These 536 advertisers used Retailing Daily exclusively in the home furnishings business paper field!

Why? Because they're convinced that the most effective way to reach and sell the nation's home furnishings retailers is to concentrate all of their advertising in the field's No. 1 publication. They know that publication is Retailing Daily. And they back up their confidence in Retailing with their entire business paper budget!

### RETAILING DAILY

A Fairchild Publication  
7 E. 12th St., N. Y. 3, N. Y.

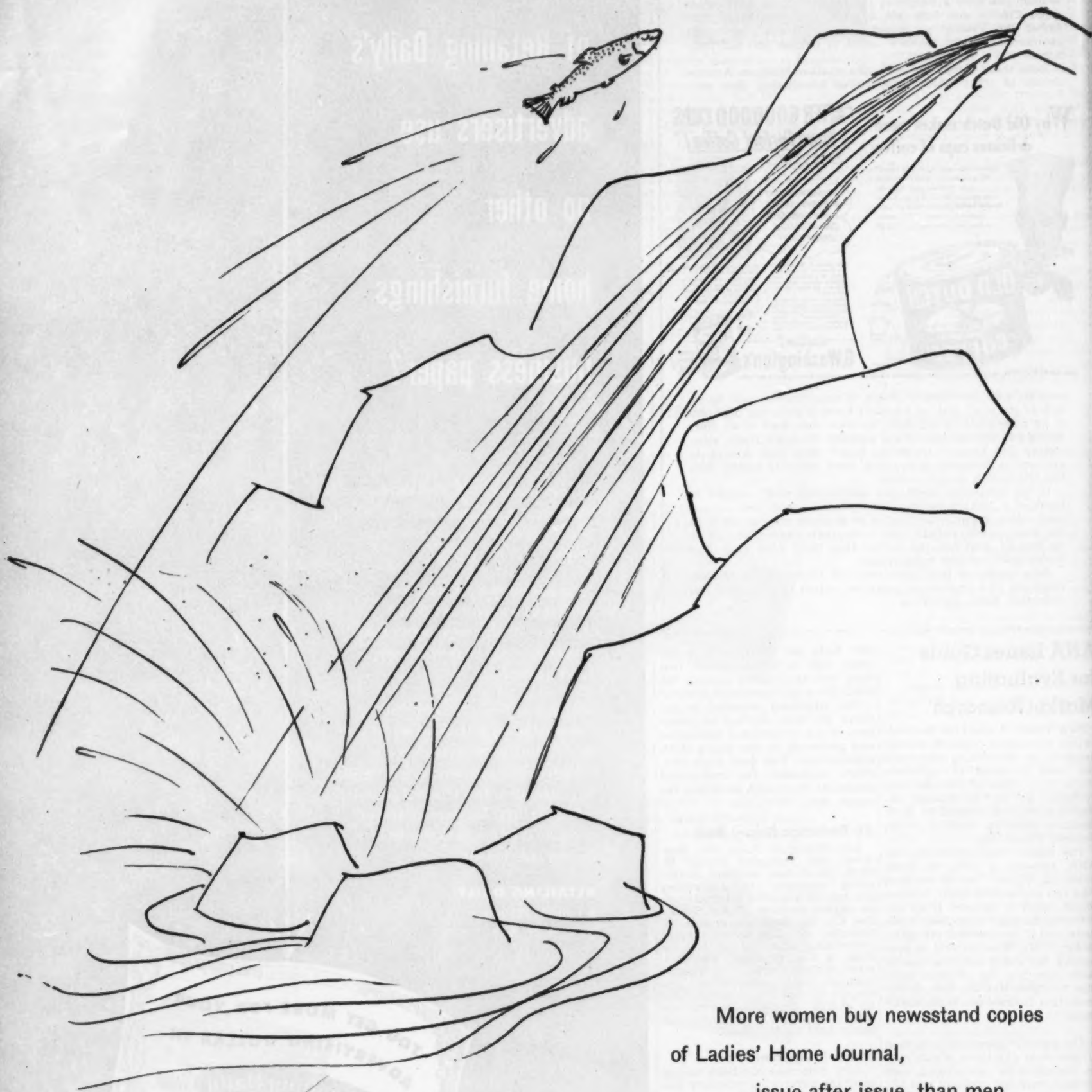


### AMERICA'S NO. 1 HOME FURNISHINGS BUSINESS PAPER, covering:

FURNITURE & BEDDING • CURTAINS & DRAPERIES • FLOOR COVERINGS • CHINA & GLASS • GIFTS & DECORATIVE ACCESSORIES  
UPHOLSTERY FABRICS • LAMPS & LIGHTING • HOUSEWARES • MAJOR APPLIANCES • RADIOS, PHONOGRAPHS, RECORDS • TELEVISION

# Never Underestimate the Power of a Woman!

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More women buy newsstand copies  
of Ladies' Home Journal,  
issue after issue, than men,  
women and children buy of any  
other magazine in the world.\*

LADIES' HOME **JOURNAL**  
THE MAGAZINE WOMEN BELIEVE IN

\*ABC averages,  
12 months, 1949

## **NEW Subscription Order Form...**

Please enter immediately my subscription to  
Advertising Age for

- One Year at \$3.00     Two Years at \$5.00     Three Years at \$6.00  
 Payment enclosed     Bill me later     Bill my firm

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

ADVERTISING AGE • 100 EAST OHIO STREET • CHICAGO 11, ILLINOIS  
50-12

FIRST CLASS  
Permit No. 85  
(Sec. 343 P.L. & R.)  
CHICAGO, ILL.

**BUSINESS REPLY CARD**  
No Postage Stamp Necessary if Mailed in the United States

— POSTAGE WILL BE PAID BY —

**Advertising Age**

100 EAST OHIO STREET

CHICAGO 11, ILLINOIS



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# PHOTOGRAPHIC REVIEW



**TWO PRESIDENTS AND ONE EX**—At a reception preceding the Bureau of Advertising's annual banquet are Robert McLean, president of the Philadelphia Bulletin and of Associated Press; former U. S. President Herbert Hoover, banquet speaker; and Edwin S. Friendly of the New York World-Telegram and Sun, reelected president of the American Newspaper Publishers Association.



**SUBJECT: THE BUREAU**—Newspaper stalwarts at the Bureau of Advertising reception included Harold S. (Rusty) Barnes, Bureau director; F. M. Flynn, president, New York Daily News; and Irwin Maier, publisher of the Milwaukee Journal and newly-elected board chairman of the Bureau of Advertising.



**STARS IN PERSON**—Taking part in the Chicago Daily News party were Mortimer Berkowitz, publisher of The American Weekly; Carol Channing, star of the Broadway musical hit, "Gentlemen Prefer Blondes"; John S. Knight, publisher of the Daily News; and Charles L. Whittier, chairman of the plans board, Young & Rubicam.



**HOSTS AND GUESTS**—At Cresmer & Woodward's party were John Holzapfel, Bureau of Advertising; William Bell, the bureau's research director; Leonard L. Marshall, president, and William T. Cresmer, board chairman, of Cresmer & Woodward.



**BIRTHDAY**—Candlelighter Niles Trammell, NBC board chairman; Joseph Moran, Young & Rubicam vice-president, and Lee Bristol, president of Bristol-Myers, seem convinced that Ipana is good enough to eat. The cake, which was edible, was a feature of the 10th birthday celebration in New York for "Mr. District Attorney," sponsored by Bristol-Myers on NBC.



**COLOR ADS**—Salerno-Megowen Biscuit Co., Chicago, ran this color page for its crackers in the Chicago Tribune recently. Salerno is one of 12 accounts for which Schwimmer & Scott, Chicago, is scheduling color pages in newspapers.



**AFA FOURTH**—New officers of the Fourth District, Advertising Federation of America, were installed at a banquet highlighting the district's St. Petersburg, Fla., convention. Left to right they are A. P. Phillips, Orlando, lieutenant governor; R. E. Goodale, St. Petersburg, governor; Mrs. Virginia Dell, St. Petersburg, secretary; and Jack Jones, Jacksonville, treasurer.



**JET-ACTION**—Tide Water Associated Oil Co. is sparking a spring campaign with 250 outdoor posters like this one spread along highways in its eastern marketing territory.



**EX-PRESIES**—The four past presidents of the Louisville Advertising Club now living in Baltimore (AA, April 10) have organized the "Baltimore chapter, Past Presidents of Louisville Adclub." Left to right: A. T. Miller, A. T. Miller & Associates; Horace L. Battin, Sears, Roebuck & Co.; Morton Levinstein, AWL Advertising Agency; and the latest recruit, Robert G. Urch, advertising manager of Stewart & Co.

The collage features six distinct advertisements:
 

- Linear:** "25X Saving With Linear 'O' Rings" showing a mechanical part.
- SEMS:** "SEE HOW PERMANENTLY REDUCES PRODUCTION COSTS" featuring a screw.
- Penta:** "this can't happen here" with a large 'P' and 'PENTA' text.
- Forever:** "do away with lubrication costs FOREVER" showing a mechanical part.
- Waldie & Briggs:** "How to simplify construction of better floors" with a diagram of a floor.
- Top:** "See how the Top... or the Woodgloss" with a diagram of a mechanical part.

**ABP WINNERS**—Each of the above ads is from one of the six first award winners in the Associated Business Publications contest for excellence of ad campaigns in industrial publications last year (see story on Page 28). The award category, the winners, and their agencies are: Top (l. to r.): Div. 1—operating and maintenance parts and materials; Linear Inc., Philadelphia, Aikin-Kynett-Co.; Div. 2—fabricating parts and materials and containers and packaging supplies; Shakeproof Inc., Chicago,

Waldie & Briggs; Div. 4—primary and process materials; Monsanto Chemical Co., St. Louis, Gardner Advertising; Div. 5—construction and engineering material; Detroit Steel Products Co., Detroit, Fuller & Smith & Ross. Bottom (l. to r.): Div. 3—machinery and equipment; Westinghouse Electric Corp., Pittsburgh, Fuller & Smith & Ross; Div. 6—institutional advertising and advertising of services and groups; R. G. Le Tourneau Inc., Peoria, Ill., Andrews Advertising Agency.

## Ethicon Suture Lab Publishes Cat-A-Log for Aelurophiles

NEW BRUNSWICK, N. J.—Ethicon Suture Laboratories Inc. has added to the plethora of animal picture books with cute captions, by publishing the Cat-A-Log, a book of 20 pictures of cats in varying moods with captions based on hospital situations.

Fifty thousand copies of the promotion piece, brain child of George A. Kellogg, Ethicon vice-president

in charge of advertising, are being distributed to surgeons, surgical dealers, hospitals, salesmen and nurses.

Last January, Ethicon (and Mr. Kellogg) published a picture story entitled "Death of a Salesman" at the company's sales meeting in Chicago (AA, Feb. 6). Hanly, Hicks & Montgomery, Ethicon agency, got an assist on the project.

### Ford Appoints Two

W. L. Cress has been appointed assistant car sales manager of the Ford division of Ford Motor Co., Detroit. He was formerly assistant regional sales manager in Kansas City. John S. Snyder has been named assistant manager of truck sales in the truck and fleet sales department of Ford.

### Robert Bruce Names Kohn

George Kohn has been named advertising and sales manager of Robert Bruce Knitwear Co., Philadelphia. He succeeds Horace Borden, who has been appointed to the new post of sales promotion manager.

## Business Press Losing Ground, Lasser Asserts

More Promotion, Harder Selling Urged to Hold Gains of War Years

CHICAGO—Business papers have slowly been losing their relative position as advertising media since 1946, J. K. Lasser, noted accountant and analyst, told the annual meeting of Associated Business Publications here Friday. More aggressive selling and promotion are essential, Mr. Lasser warned.

"In the period from 1946 through 1949," he said, "total disbursements for advertising have advanced to something near \$5 billion—at least 33% more than in 1946. At the

## How Various Media Have Fared Post-war

Dollar Advertising Income—1935-39 Equals 100

Year	All Advertising	Newspapers	Magazines	Farm Papers	Business Papers
1940	111.8	95.7	114.2	100.1	120.2
1941	120.8	98.2	123.0	103.2	141.2
1942	120.3	91.0	122.4	102.4	158.4
1943	148.7	114.6	160.4	143.3	219.5
1944	172.0	120.2	190.9	166.2	271.0
1945	192.4	123.4	214.8	183.3	292.5
1946	211.7	142.2	265.7	200.3	322.5
1947	246.8	182.4	308.6	257.4	358.7
1948	270.9	206.7	319.6	322.0	363.1
1949	279.9	235.2	307.7	307.3	337.8

—Computations by J. K. Lasser

same time the increase in business paper investment has been relatively insignificant."

Even the fact that until 1946 business papers moved precipitously ahead of the general advertising index, and still show a far better picture at the end of 1949, compared to prewar, than any other major medium, is not too comforting, Mr. Lasser implied, emphasizing that "a lot of big, strong papers lost money in the first quarter of 1949," and that, according to *Industrial Marketing* tabulations, there was a drop of 6.9% in business paper advertising pages for the first quarter of 1950, from the relatively poor levels of 1949.

■ Translating his figures on advertising income into index numbers, based upon 1935-39 as 100, Mr. Lasser showed that business paper revenue in 1949 was at an index of 337.8, compared to 279.9 for all advertising, 235.2 for newspapers, 307.7 for magazines, and 307.3 for farm publications.

While this might seem comforting, Mr. Lasser emphasized that the business paper advertising index rose more quickly than that of any other medium from 1939 to 1946, but now the medium's growth has practically stopped, while other media are substantially ahead of 1946.

All advertising registered an increase of one-third in 1949, compared with 1946, he said, while in the same period "newspapers have gone up 65.3%; magazines have moved up 15.8%; network radio is down 2.9%; spot radio has gone up 21.9%; outdoor advertising is up 48.9%; farm publication advertising has moved up 53.6%; and business papers are up only 4.7%."

■ Mr. Lasser listed five major reasons for the relative drop-off in business paper advertising income:

1. The "dissipation" of funds into other media, a condition which he classified as "more critical today than before the war."

2. "The constant writing down to the space buyers, and writing up to the people above them. The decision of whether or not to use business papers is made, after all, by the advertising manager and other responsible advertising executives of the manufacturer firm, and by the account men and the principals in the advertising agencies. Until the business papers start advertising intelligently to these executives, and in executive language, they can't hope to make a dent on them."

■ 3. "Part of our problem is in the reduction of budgets for promotion. Our analysis keeps showing decreased percentages; that is not true of others with a job of keeping present customers interested and selling other prospects. That is not what you are urging upon your own advertisers. I am not sure that we should not set aside more than we now do for advertising. Certainly it ought to be as much as any national advertiser would apportion in a normal year for his own promotion."

4. "Part of the problem is the difficulty with agencies who insist upon placing business with other media because of the low rate

structure found in many business papers. Maybe the only cure for that is for us to aim at a minimum of \$500 a page (or at least \$50 per thousand subscribers)."

■ 5. "Part of the trouble, too, may be in bad cost accounting by the agencies—in their insistence that they lose money with low rate business papers... Maybe we have an educational job... maybe we ought not to bear all the costs they insist on charging business paper accounts."

In spite of the relatively gloomy first quarter picture, Mr. Lasser expressed his belief that business papers will find 1950 just as good as 1949, and that 1951 will also be good—"assuming you do a progressive selling job."

## Bank Advertising Continues At High Level, Study Shows

CHICAGO—Advertising budgets of commercial banks are continuing at high levels and budgets for banks with \$20-50,000,000 on deposit have consistently increased, according to "Trends in Commercial Bank Advertising Expenditures," annual publication of the Financial Public Relations Association.

Newspapers receive the bulk of the ad budget from the 258 commercial banks included in the association's survey, with banking periodicals and direct mail next in line. Radio, which has been losing favor steadily with banks since 1946 (according to previous surveys), will get less than 8% of 1950's advertising budget.

■ About one-third of this year's advertising, the survey shows, will be institutional, while consumer credit will represent about 13% of the total. Savings accounts and trusts are next in line for a share of ad expenditures with about 10% each.

The survey is compiled by Gene Bridges, public relations and advertising, Republic National Bank in Dallas. In addition to thirteen pages of statistical tables, the survey has an extensive introduction on service advertising, media and budgeting. In it Mr. Bridges discusses the need for a sustained and comprehensive program of bank advertising, and its place in business development.

■ In the tabular presentation, the 258 banks reporting are divided into 12 groups according to deposit size. For each group is shown the percentage of advertising expenditures to gross income, net income and capital structure; the percentage of total advertising expenditure for each service and for each medium; the percentage of banks using each medium; and the average amounts expended for each service advertised and for each medium used.

Copies of the survey may be obtained by sending \$1 to the association at 231 S. LaSalle St., Chicago.

**Corbin Agency Moves Offices**  
Corbin Advertising Agency, New York, has moved from 15 Park Row to 20 Vesey St.

## Announcing:

*A Missouri University Honor Award*

to

## THE ST. LOUIS STAR-TIMES

### THE MEDAL



### THE CITATION

"To THE ST. LOUIS STAR-TIMES in recognition of its editorial incisiveness, independence and thoughtfulness; its alert news service, intelligently designed to serve the people of its city and region; and its outstanding record of enterprise in the production of a modern newspaper.

Columbia, Missouri  
May 5, 1950

Other awards won by The St. Louis Star-Times in the past few years include: Sigma Delta Chi, certificate of honor for "courage in journalism," 1943; National Headliners Club Award for "outstanding public service," 1943; Fontbonne College Journalism Award, 1948; and The St. Louis Junior Chamber of Commerce Award, 1948.

## THE ST. LOUIS STAR-TIMES

Represented Nationally By The George A. McDevitt Company

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### *An Announcement*

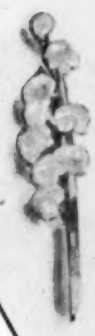
MODERN BRIDE takes pleasure in announcing that it has become a member of the Audit Bureau of Circulations. MODERN BRIDE is the FIRST and the ONLY ABC publication in the bridal field.

### *An Acceptance*

MODERN BRIDE has by far the largest net paid circulation of all bridal publications. MODERN BRIDE reaches your bridal customers just before they buy—in that timely selling period between engagement and marriage. MODERN BRIDE has the lowest cost per page per thousand rate of all bridal magazines; less than 1½¢ per page per bride.

#### AT HOME

Ziff-Davis Publishing Company  
185 N. Wabash Avenue, Chicago 1, Illinois  
350 Fifth Avenue, New York 1, New York  
815 S. Hill St., Los Angeles 14, California



## Along the Media Path

• The Denver Post Publishing Co. on May 16 will dedicate its new \$5,000,000 plant, which will be able to handle four-color ads, rotogravure sections and color comics. Major pressroom installations include 20 Goss Headliner press units; four folders; Cline motors, controls, break detectors and flying pasters; nine Goss Speedy rotogravure press units; double folder and GE electronic drive and register control. Five new Inter-type machines have been installed

in the composing room. The newspaper's classified phone room has been completely reorganized, and type faces have been increased from 72 to 96 pt., with complete fill-ins in the old type sizes.

Announcement issue of the Post will not carry an increased number of pages. News of the event will be printed in the regular-size issue. Only out-of-the-ordinary feature will be two full-page ads, one thanking advertisers for their support and the other thanking readers for their loyalty and interest in the paper.

• The Minneapolis Chamber of Commerce has prepared an unusual review of 1949-50 accomplishments on a simulated film strip in a plastic capsule. The film

strip points up the new local magazine, agricultural and civic achievements, a study of natural resources, aviation and educational developments, and industrial expansion in the city.

• In its May issue, *Glamour* introduced a new reader service, "Glamour's Buying Guide." Each month, the guide will list selected fashions appearing in editorial or advertising pages and identify the stores in major cities where such items may be purchased.

First listing in the May issue mentions hundreds of stores in 315 cities in all 48 states. Fashions which appear in the guide are reproduced in miniature along the tops of the pages on which the guide is printed.

• Station KXOK-FM, one of three remaining FM stations in St. Louis (five others have discontinued operations in the past six months), has put its new transmitter in operation. The station is now the most powerful in the St. Louis

area, with a radiated power of 70,000 watts and an antenna 574' above street level. The new transmitter is located in the Boatmen's Bank Bldg.

• Larry Eisinger, formerly crafts and hobbies editor of *Mechanix Illustrated*, has been appointed editor-in-chief of Fawcett Publications' new book line, Fawcett Books. He will be succeeded on the magazine by his assistant, Robert Brightman.

• Thomas A. Wilson, president of Marine Midland Corp., Binghamton, N. Y., has been elected to the board of directors of McGraw-Hill Publishing Co., New York. Mr. Wilson was formerly mayor of Binghamton and was at one time president of the New York Conference of Mayors.

• The *Manila Bulletin* celebrated 50 years of publication March 27 with a 216-page jubilee edition. Six sections of the paper covered the *Bulletin's* first 50 years, the growth

of business and government, Americans in the islands, the nation at work and the present-day problems.

• *Parade* has purchased three R. Hoe & Co. high speed rotogravure units for its Philadelphia plant, at a cost of \$375,000. The new equipment—with the 17 units now in use—will increase the plant capacity to 5,000,000 copies weekly on a five-day week. Two other printing plants in other parts of the country will continue to publish the magazine.

• On April 25, the *St. Paul Pioneer Press* lowered its front page logo 6" and cut off both of the "ears" to welcome downtown St. Paul's new wall-type street lights. In the space above the logo, the newspaper printed photographs of a downtown street before and after installation of the new lighting system.

The lights are mounted directly on the walls of the buildings, half way above the second floor level. They produce five times as much light as the old three-bulb street-side lamps, which will be removed. The new system is an important part of the multi-million dollar downtown modernization program.

• *Practical Builder's* May "data and specifications" issue, one of the largest builder publications issued in the past 20 years, contains 390 pages and product ads of 277 advertisers.

The issue is divided into 14 sections, each one corresponding to one phase of the building operation (Section 1, for example, deals with excavations and foundations). Most of the ads contain specification data and appear in the section where the products featured normally would be used.

• The *Los Angeles Herald & Express* in March published 968,086 lines of local display advertising, an increase of 192,956 lines as compared with the same month last year. The record amount of local display advertising—1,037,918 lines—was carried by the newspaper in October, 1929.

• Mutual Broadcasting System is mailing an unusual promotion piece decked out like an elaborate menu. In place of programs and prices, however, the "menu" offers

**PINCUS**  
CORDIAL Sales Letters  
PERSUASIVE SIDNEY PINCUS  
AND SALES-PRODUCING 612-7th AVE. Astoria, Ore.

"I'LL TAKE THE BIGGEST"



57% coverage at a single cost

### THE BIGGEST LINAGE GAINS GO TO BALTIMORE'S BIGGEST PAPER!

In 1949 the NEWS POST was the only Baltimore daily to show gains in total retail advertising linage. In addition the NEWS POST showed the greatest gains in department store linage. Market coverage is the answer. The NEWS POST reaches 57% of all Baltimore city zone families\* at a single cost. (Total net paid 226,538.)



• To know all the facts about Baltimore today, ask to see this new Analysis of the Baltimore market.

## Baltimore News-Post

First in Circulation... First in Coverage in the 6th Largest City

A HEARST NEWSPAPER—Represented Nationally by Hearst Advertising Service

Offices in principal cities: Philadelphia • Baltimore • Boston • Chicago • Detroit  
Los Angeles • New York • Pittsburgh • San Francisco • Seattle • Ft. Lauderdale, Fla.

\*ABC City Zone based upon Bureau of Census 1947 surveys for Metropolitan Districts.

### 1933.... MAY.... 1950

Starting our eighteenth year of product news and information publishing which we originated in MAY of 1933. Thanks to early and continuous acceptance by both readers and advertisers, I E N continues to lead its field in editorial service and in the number of advertisers using it to reach buying factors in the larger plants in all industries.

DETAILS? Write for "The I E N PLAN".  
Good for SELLING... because  
... Used for BUYING  
Circulation 60,338 ...  
65,174 Distribution

## INDUSTRIAL EQUIPMENT

I E N NEWS

THOMAS PUBLISHING COMPANY  
461 EIGHTH AVE., NEW YORK 1, N. Y.  
BOSTON • CHICAGO • CLEVELAND • DETROIT  
LOS ANGELES • PHILADELPHIA • PITTSBURGH



CHECK—Going over the five-game schedule of Notre Dame's home games, which will be sponsored next fall by Chevrolet on the DuMont Television Network, are (left to right) Rev. Theodore M. Hesburgh, C. S. C., executive vice-president of Notre Dame; H. G. Little, executive vice-president of Campbell-Ewald Co.; and W. E. Fish, general sales manager of Chevrolet.

"mouth-watering facts" about audiences and costs on Mutual.

• The Minneapolis Sunday Tribune's "match the twins" contest has pulled more than 70,000 entries, and 50 judges are hard at work unscrambling the more than 3,000,000 sets of twins to determine winners of the \$2,500 in prizes.

During the six months ended March 31, incidentally, the Sunday Tribune had an average circulation of 603,778 copies weekly—an all-time circulation mark for the Sunday edition. The paper baked a mammoth cake and held a plant party to celebrate the occasion.

• "A Natural for Outdoor Promotions" is the title of an eight-page promotion piece issued by Station WSM, Nashville, for its "Grand Ole Opry," the 125 "Opry" artists and about 75 additional entertainers. The leaflet, a reprint of a special Billboard section, mentions that the "Opry" will be 25 years old in October; has attracted an audience of 4,500,000 persons, and that sales of recordings made by stars total 125,000,000.

• One hundred forty-five advertising and agency executives who journeyed to St. Paul on May 13 last year to help the St. Paul Dispatch-Pioneer Press celebrate its centennial and the centennial of the state of Minnesota, last week got a reminder of their visit in the shape of a handsome cake delivered to their offices.

Baked in honor of the publication's 101st birthday, the cakes

went out to admen in New York, Philadelphia, Detroit, Cleveland, Chicago, St. Louis and other cities, with an assist from Ridder-Johns, the newspaper's representative. In handsome celluloid boxes, the cakes carried a printed card reminding recipients of their visit to St. Paul last year.

**George Kilgore Rejoins 'N. Y. Herald Tribune'**

George J. Kilgore has rejoined the national advertising department of the New York Herald Tribune, and will have charge of magazine, newspaper and radio station advertising. Since leaving the Herald Tribune 10 years ago he has been associated with Hearst Magazines, Schenley Distillers, Einson-Freeman, and for nearly three years had his own business in California.

**Petry Office Moves**

Edward Petry & Co., New York, radio station representative, has moved from 17 E. 42nd St. to 488 Madison Ave.

**Plastics Group Reelects**

Horace Gooch Jr., treasurer of the Worcester Moulded Plastics Co., Worcester, Mass., has been re-elected president of the Society of the Plastics Industry. Other officers include: Chairman of the board, Geo. H. Clark, vice-president of the Formica Co.; vice-president, Spencer E. Palmer, assistant vice-president of Tennessee Eastman Corp., and secretary-treasurer, J. E. Gould, vice-president of Detroit Macoid Corp.

**Gittins Adds Lawler**

Eugene P. Lawler has joined Bert S. Gittins Advertising, Milwaukee, as industrial copy and account man. He was formerly in the export department of Nordberg Mfg. Co. and previously with Allis-Chalmers.

**Abraham Appointed V. P.**

R. V. Abraham, executive art director of Gourfain-Cobb Inc., Chicago agency, also has been named a vice-president. He will be in charge of internal agency organization.

**LAST CALL**  
**MAY 10**  
is closing date  
for  
**RESERVATIONS**

Advertising Age's Annual  
"Master Reference" Digest-  
ing And Cataloging All  
Available Media-Prepared  
Market Data

**MARKET DATA ISSUE**  
(May 29, 1950)  
**ADVERTISING AGE**

Phone, wire, or write  
today to reserve space  
in this feature issue.  
Deadline for copy can  
be extended to May  
17, the latest.



各種語言均稱孟仙

**In any language, it's Monsen**

Advertisers and their agencies who beam printed material to export markets get the most complete foreign language typographic service from Monsen-Chicago—from Chinese and Russian to Spanish and Weltevreden.

For foreign language typography it's easy—and economical to work with Monsen. Foreign typography service includes expert translation, accurate typography, including the use of correct accent and proper punctuation marks.

It's important to the sale of your products in foreign markets to have your message colloquially and idiomatically correct. And equally important is the appearance and correctness of the typographic matter—your sales message.

Build good will and sales in foreign language markets with the more than 50 foreign faces and accents available at Monsen-Chicago and Monsen-Los Angeles.

**Monsen**  **CHICAGO**  
**LOS ANGELES**

★ East of the Rockies it's Monsen-Chicago at 22 East Illinois Street  
★ On the Pacific Coast it's Monsen-Los Angeles at 928 South Figueroa Street

Just Published!

**SPECIALTY PAPERS**

Edited by  
**ROBERT H. MOSHER**

- a symposium by 19 top men in the paper industry
- the first book in English on paper specialties
- discloses many secret manufacturing processes
- covers such paper products as gift wraps, display, high-gloss, luminescent, metallic, transfer, magnetic, photosensitive, waterproof, waxed, labels, carbon, printing, films, etc., etc.

512 pages • illustrated • \$10.00

-----MAIL ORDER TODAY-----

REMSSEN PRESS  
26 Court St., Dept. A, Brooklyn 3, N. Y.

Please send me . . . copy (ies) of SPECIALTY PAPERS. I enclose remittance with the understanding that I may return book (s) for full refund in ten days if not fully satisfied.

Name . . . . .  
Company . . . . .  
Address . . . . .  
City . . . . . Zone . . . . . State . . . . .

# "RESPONSE WAS Positively THE BEST"

This publisher wanted a rep, so he ran classified ads in various publications. In commenting on the results, he said, "The response from ADVERTISING AGE was positively the best." That's all. And it's natural:

With the fastest printing schedule in the field, ADVERTISING AGE's news content commands immediate, intensive readership. . . ADVERTISING AGE's classified columns—"The Advertising Market Place"—are read first. Result—your ad gets results! Try it and see, whether you want a job, want a man, or want to sell either equipment or services. The low rate for the big circulation where it counts, makes it your best buy!

## Information for Advertisers

No. 3609. Fuel Conversion on Midwest Farms.

"There are plenty of sales to fight over," says Capper Publications Inc., in offering Report #430—"Power and Fuel for Appliances and Heating," which shows how coal, wood, and kerosene are giving way to electricity and LP gas, but how a vast new market still exists among farm and rural families for modern appliances, since the market is still far from sold up.

No. 3610. New Point-of-Sale Technique.

"Keep Your Eye on this One" is a descriptive brochure offered by Consolidated Lithographing Corporation, Brooklyn. It discusses the use of "Magicast," a new development which creates the illusion of complete movement of any subject, the material used being durable, water- and weather-resistant, color-fast, light in weight, and easy to ship. Display subjects rendered in this technique seem to turn and follow the viewer's eye. However, no moving parts are used, the illusion being created by reproducing the subject on a rounded, concave surface.

No. 3611. Color Ads in Washington Post.

The Washington Post offers a reprint section, "Do You Realize You Can Buy Color Advertising at a Very Favorable Rate?" showing actual samples of recent use of colors in the newspaper. Samples show the use of a wide range of colors—available in units of 1,000 lines or more.

No. 3612. How to Fit Business Paper Ads to Specific Markets.

"A Custom-Tailored Ad for Market X" is the title of a new booklet offered by McGraw-Hill, giving case histories which show how—with the change of a word or two, or a single spot illustration—a basic ad can be adapted to different

readerships and different markets. Not only are production savings made possible, but markets are pinpointed.

No. 3613. Fashion Buying Habits of Young Women Analyzed.

"Fashion Buying Habits of Today's Woman Readers" is an exhaustive new study in which the publication analyzes buying practices as to number of purchases per year, prices paid, favorite colors, preferred fabrics, where shopping is done, and brands last bought. The study covers dresses, suits, coats, furs, blouses, slacks, bathing suits, gloves, handbags, footwear, hosiery, lingerie, etc.

No. 3615. Canning, Glasspacking, Freezing Plant Data Folder.

Food Packer's "Media Data File" is a study of 4,272 canning, glasspacking and freezing plants constituting the "canning industry." Annual production, expenditures, acreage devoted to food crops for canning, glasspacking and freezing, and buying control are analyzed.

No. 3616. Influence of Management Men on Corporate Purchases.

A study of 214 representative companies, "How Do They Buy?" is offered by U. S. News & World Report. The booklet reports on minimum purchases requiring executive approval, percentages of officers and non-officers participating in purchases, and dependence on subordinates.

No. 3617. Analysis of the Liquor Market.

"The Liquor Market" is a new study offered by Nation's Business. The booklet indicates "almost two out of every three adults (65%) in America report they drink some kind of alcoholic beverage." This market is further analyzed by frequency, sex, economic and educational levels. The market data are also correlated for evaluation of 29 media for liquor advertising.

## THE ADVERTISING MARKET PLACE

4x6 1/2 inch line, minimum charge \$3. Each with index. Figure bold face heads. Times 10 and 12 letters and spaces per line, light body face 40 per line. Box numbers add two lines. Copy deadline Thursday noon, 11 days preceding publication date. Display classified advertisements take card rate of \$10.75 per column inch. Regular rates distributed on multiple insertions and space over 5 inches apply as display.

### HELP WANTED

**FRED J. MASTERSON**  
ADVERTISING & PUBLISHING PERSONNEL  
All types of positions for men and women  
185 N. Wabash Fr-2 0113 Chicago

**ACCOUNT EXECUTIVE:** Phila. area. Fast growing agency wants aggressive man who can get new business. Best deal in town.

Box 3080, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

**LAYOUT ARTIST WANTED**  
Opportunity in 4-A Agency for layout man who enjoys doing visuals for ideas and is experienced in finished layouts for magazine and newspaper advertisements.

Box 3111, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

**TOP NOTCH ART SALESMAN WANTED**  
Fast growing, young, New York Art Service and Illustration Studio—excellent opportunity awaiting right man. Write stating background, and working basis desired.

Box 3117, ADVERTISING AGE  
11 E. 47th St., New York 17, N. Y.

**ADVERTISING & PUBLISHING FOR ALL TYPES OF POSITIONS**  
**GEORGE WILLIAMS—PLACEMENTS**  
209 S. State St. Harrison 7-2063 Chicago

**SPACE SALESMAN**  
Weekly business magazine, established more than half a century, covering key industry has opening for experienced, aggressive space salesman. Send complete details to

Box 3124, ADVERTISING AGE  
11 E. 47th St., New York 17, N. Y.

Eastern Rep., part time, for old audited, national paper serving manufacturers in strong industry. Experience plus leg and head work necessary. Knowledge of fine chemical or drug industries helpful. For NYC interview give all pertinent facts.

Box 3130, ADVERTISING AGE  
11 E. 47th St., New York 17, N. Y.

Wanted, man as sales analyst, capable of making surveys of business potentials, in West Coast Graphic Art Industry.

Box 3133, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

**ACE COPYWRITERS—NAT. AGENCY EXP.**

1. Consumer food & appliance exp. . . Open  
2. Mkt home appl.; indust. exp. . . Open  
ART DIR.—Nat. Agcy exp. Under 35  
\$7200  
PUB RELATIONS—Broad nwp. bkgrnd. . . Open

Ask for **ELINOR KENT**

**TRIANGLE EMPLOYMENT AGENCY**  
202 S. State St. Har. 7-6520

**ADVERTISING SUPERVISOR**  
Immediate opening for young experienced advertising man capable of complete handling of small department. Package goods experience in drug field desirable but not essential. Excellent opportunity. State age, education, experience, and salary requirements.

Box 3136, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

**WANTED—An advertising man with solid training, who has been turning out quality work for two years or more. Medical or pharmaceutical background preferred but not necessary if experienced enough to recognize the fundamentals of ethical copy. Write a complete resume of background and experience to the Advertising Manager, Baxter Laboratories, Inc., Morton Grove, Illinois.**

Sales Prom—Mdse—Foods .....\$7500  
Advertising Assistant .....\$4200  
Layout Artist—Photographer .....Open

**SHAY AGENCIES**  
30 W. Washington Chicago 2, Ill.

### POSITIONS WANTED

**OPPORTUNITY WANTED** with agency, mfg., or pub. (in adv. or sales prom. dept.) by 30 yr. old sales rep. 6 1/2 yrs. exp. with nat'l adver. (bev. food and drug field) in sales, mdsg., point-of-purchase, and outdoor adv., and sales prom. at retailer-wholesaler levels. Adv. major Ohio State univ. Location unimportant. All replies ans.

Box 3127, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

**ADVERTISING SALES**  
College man, 13 yrs. printing exp. wants chance to prove self in sales. Class. exp., 33 yrs. married, car, will travel.

Box 3128, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

**DESIRE LEAVE NY FOR CITY SOUTHWEST, MIDWEST, WEST AS ACCT EXEC OR AD MGR.** . . Since '46 Acct. exec. NYC 4A agency—mail order ads pulled 125,000 inquiries—bought \$1,000,000+ space time—2 yrs. TV. Was Dept. Store Ad Mgr. Mag. ad mgr. buyer. Sold thousands of dollars of mdse over counter and to retailers. A. B. & M. S. degrees. 32 yrs. Vet.

Box 3129, ADVERTISING AGE  
11 E. 47th St., New York 17, N. Y.

### POSITIONS WANTED

**Public Relations-Publicity Advertising Executive**

With 20-year record of achievement seeks challenging job with a future. Now on dead end street. Know agency procedure, printing, art, media, radio, house organs. Seasoned writer of business and industrial publicity and ad copy, shareholder and financial reports. National newspaper contacts. College, sober, married. Available immediately, go anywhere.

Box 3131, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

### ART DIRECTOR

8 yrs. adv. exp. creative artist. Layout, art, production 4-A agency background. Seeks real opportunity in Midwest.

Box 3132, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

Experienced successful public relations man wants one new account to add to present long-time clients. Has own expert staff and office.

Box 3134, ADVERTISING AGE  
11 E. 47th St., New York 17, N. Y.

**TO THE AGENCY EXECUTIVE** who is not taken in by a wealth of high-sounding patter from applicants; intel. yng. woman seeks copy job with small Chgo. agcy. 6 yrs retail & agcy. exp. on fashion, food, home furn., indus.

Box 3137, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

### PROMOTIONAL MINDED!

Intel. yng. woman with unusual nwp. prom. bkgrnd. seeks position with active promotion of PE firm. Chicago only.

Box 3138, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

### CRACK AGENCY WRITER

Hi ID-Q, sharp product insight. Amazingly adaptable all copy phases, styles. Reliable—works well with clients. Exc. refs, samples; demonstrable ability. Resume on request.

Box 3140, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

### REPRESENTATIVES WANTED

#### SIGN-DISPLAY REPRESENTATIVES

Business founded late eighties enjoying prominent position in industry and high reputation production lithographed and screen processed metal counter, floor displays, indoor and outdoor signs.

Opportunity to become exclusive representative on liberal commission basis exists in several territories. Experience selling these mediums not essential but some similar experience, creative ability and successful selling record requisite to consideration.

Write immediately stating age, experience, present activity, past and present connections in detail. Interview will be arranged. Negotiations treated in strict confidence.

Box 3135, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

### MISCELLANEOUS

#### FINE AGRICULTURAL ART

Write for Folder of Stock Illustrations John Andrews 1504 Dodge, Omaha, Nebr.

#### COMMERCIAL ILLUSTRATOR

With National reputation offering you direct personal service. Creates and finishes advertising art. Jo Engle, 3638 N. Kimball Ave., Chicago 18, Ill. KE 9-3378

Beautiful Matched Pair Pipe Sets, made from finest imported Briar, in handsome presentation cases. Regular \$15.00. Sacrifice \$4.00 per set. Excellent business gifts. Remit to: Abbott Pipes, 62 East 87th St., New York, New York

**FREE LANCE COPY WRITER** for one of nation's foremost agencies. Experienced in Direct Mail, Publication, House Organ, Radio & TV. You buy proved ability at low cost. For samples, write

Box 3139, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

### QUALITY PRINTING

Fast service 10,000 copies Publications, Catalogs, etc. 52 pages Digest size, composition, stock, press-work, binding complete \$665. Publishers Associates, 225 N. Michigan Ave., Chicago 1, Illinois

## WANTED Account Executive for Foreign Field

Language not important, but must be willing to live in foreign country. Send snapshot, state experience, references, etc. write to

### GRANT ADVERTISING INCORPORATED

919 N. MICHIGAN AVE. CHICAGO 11, ILL., DEPT. K

**IS THERE A CHICAGO AD AGENCY** that wants a man to become financially interested in their operation or to increase their present volume. I have some money and more important I have present billing and exceptional potential billing. I want to become interested in a growing agency that has foresight and can forget the past and meet changing conditions. Your reply will be held in strict confidence.

Box 7609, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

## McGraw-Hill Names Riddell and Sawyer

NEW YORK—G. E. Riddell has been appointed sales manager of Food Industries, and B. E. Sawyer has been named sales manager of Chemical Engineering, both McGraw-Hill publications.

Sawyer, who has been with McGraw-Hill for 14 years, succeeds T. Richard Cascoigne, who has resigned. A graduate of Purdue Uni-



G. E. Riddell



B. E. Sawyer

versity, Sawyer joined the company in 1936 as editorial assistant on Power, subsequently becoming managing editor. In 1941 he was made its sales promotion manager. During the war he served in the Navy, returning to McGraw-Hill in 1945 as business manager of Power and Operating Engineer. In 1948 he was appointed district manager of Factory Management & Maintenance.

Riddell, a graduate of the University of Illinois, has been Food Industries' representative in Chicago for the past two and a half years. Previously he was with the American Meat Institute, where he served as manager of merchandising field activities in Chicago and also as its eastern representative in Philadelphia. Before that he did marketing and advertising research for Curtis Publishing Co.

George R. Ramel, sales manager of Engineering News Record and Construction Methods & Equipment, will succeed Sawyer as district manager of Factory Management & Maintenance. No successor to Mr. Ramel has been named.

## Pedlar & Ryan Names Webb

Howard W. Webb Jr. has been appointed a space buyer of Pedlar & Ryan, New York. He formerly held a similar position with Kastor, Farrell, Chesley & Clifford and with Compton Inc.

**REPRESENTATIVES:** We design and produce permanent displays for advertiser distribution to their dealers. We invite correspondence from qualified men who call on national advertisers.

**HARVE FERRILL & COMPANY**  
11 E. Walton Place  
Chicago 11, Ill.

**ATTENTION NEW YORK AD AGENCIES** I have an inviting proposition to offer a New York Agency that wants to open a Chicago office or has an office in Chicago now that is not paying out. I have billing to start and outstanding potential billing waiting for me to make a change from my present set-up. I can even become financially interested in the Chicago operation if necessary.

Box 7610, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

Good jobs today require a resumé  
**100 JOB RESUMES \$5**  
typewriter facsimile  
**100 PHOTOSTAMPS \$3**  
gummed & perforated  
**ARTHUR SANDALE**  
221 Ave. F. Brooklyn 18, N. Y.

**WHAT'S WRONG WITH YOUR ADS?** Not selling? Mail me your copy and its competition. For \$50, experienced big NY agency writer will 1) analyze ads 2) add to your sales punch 3) suggest new promotion angles. This is your chance to get \$ million agency thinking on your own personal advtg. problem. Satisfaction guaranteed. Send ads or write Advertising Consultant, Box 7608, ADVERTISING AGE, 11 E. 47th St., New York 17, N. Y.

### USE COUPON TO OBTAIN INFORMATION

Readers Service Dept., ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Ill.

Please send me the following (insert number of each item wanted)

NAME ..... TITLE .....

COMPANY .....

ADDRESS .....

### RADIO-TV DEPT.

Our free-lance organization has assisted the radio-TV departments of 25 agencies; has serviced 52 accounts, including many leading national advertisers . . . Copy, jingles, dramatized commercials, TV spots, direction-production and programs. Special and long-term assignments. Investigate!

### GORDON M. DAY PRODUCTIONS

108 East 30 Street • New York City

# This Week In Washington

By STANLEY E. COHEN, Washington Editor

## Housing Starts for 1950 Up 59% from 1949 Record

WASHINGTON—The housing boom is developing into the biggest business story of 1950. Last year's 1,025,000 housing starts represented an all-time record. It is becoming apparent that 1950 will be sensationally better.

For three months of 1950, housing starts ran 59% over 1949. Preliminary data indicate that the trend continued in April. At the Bureau of Labor Statistics the experts have their fingers crossed; they believe housing starts will top 1,500,000 units in 1950.

Housing, of course, is the touchstone to prosperity for a host of consumer goods industries and services. Largely as a result of the building boom, the market for furniture, refrigerators, washing machines, ranges and other appliances remains strong. Government economists are beginning to peek out from behind crying towels and suggest that 1950 may turn out pretty well after all.

There is more support for the \$800,000,000 St. Lawrence seaway project today than at any time during the 25 years it has been under discussion. One reason is the dwindling iron ore supply available from the Lake Superior district for steel plants of Gary, Cleveland and other lake cities. Lake Superior sources currently provide about 85% of the nation's iron ore needs, but experts believe it will meet less than half of the country's needs 15 to 20 years from now.

Steel executives appearing at House public works committee hearings say the St. Lawrence waterway would assure cheap transportation for ore imported from Labrador.

New standard contract forms designed by the General Services Administration—central purchasing office for non-military items—contain an "anti-five percenter" clause requiring contractors to declare whether they have retained a special representative, other than a full-time employee, to help solicit or secure the business. Jess Larson, General Services administrator, says his office has no intention of interfering with legitimate agents.

Worried congressmen still are finding it difficult to get the stalled aid-to-education bill off the church vs. state hook. Don't think it isn't costing them sleep. They realize voters going to the polls this fall will be well aware of the overcrowded conditions which plague schools all over the country.

School and college registrations for the year 1949-50 total 29,300,000, an increase of 900,000. Increases are largely in the six to nine age group, according to a Census Bureau survey. There are still about a million G.I.s in school, but that is a decrease of 300,000 from the 1947 peak.

Incidentally, Census Bureau says one out of nine of the 20,500,000 elementary school children is in a private school. The private school ratio among 6,500,000 high school students is one out of eleven.

It looks increasingly as if the House ways and means committee is killing excise tax repeal with kindness. Committee members, unable to say "no" to anyone, have already tentatively "removed" more than a billion dollars of revenue from the books. With the

cold war stepping up, a bill of this kind is sure to encounter a veto. The President's case may be so strong that the veto will stand.

The Senate received a resolution deploring the lack of adequate low-cost transportation for Americans who want to travel to dollar-hungry countries abroad. Sponsor of the resolution is Sen. Owen Brewster (R. Me.). In encouraging foreign travel, he is in a new role. Last year he rammed through a crippling rider prohibiting European governments from spending Marshall Plan dollars for advertising which might draw tourists away from Maine's "vacation land."

## KNX Appoints Tankersley

William H. Tankersley, formerly vice-president in charge of sales and promotion for Story-Ad Inc., has been named merchandising manager of KNX, Los Angeles, and the Columbia Pacific Network. He replaces Arthur Mortensen, recently named an account executive of the network, and will work under the director of Ralph Taylor, network promotion director.

## Chernow Gets Account

Chernow Advertising Agency, New York, has been retained by E. P. Reed & Co., Rochester, N. Y., to handle the advertising and promotion of Matrix, Colleged and Matripedic shoes. Magazines, newspapers, window displays and other forms of promotion will be used.

## McAvity Joins CBS

Tom McAvity, free-lance producer and director, has joined Columbia Broadcasting System as radio production supervisor in Hollywood. Mr. McAvity left Lord & Thomas in 1941 and has been free lancing since.

## Young Opens Own Offices

Herbert F. Young, formerly with Fawcett Publications' Chicago office, has opened his own publication representative office at 360 N. Michigan Ave., Chicago. He has been appointed Chicago representative of the American Comics Group.

## Hudson Promotes Rust

A. F. Rust, used car manager of Hudson Motor Car Co., Detroit, has been named merchandising manager of the company.

## Nolan Appointed V. P.

John T. Nolan Jr., account executive, has been named a vice-president of Keelor & Stites Co., Cincinnati.

## Roshkow Joins Leon Agency

Howard M. Roshkow, formerly with Wain & Baruch, public relations, has joined S. R. Leon Co., New York, as manager of publicity and research.

**USE GOVERNMENT PHOTOGRAPHS**

**MILLIONS OF THEM IN PUBLIC DOMAIN**

Big publications & advertisers use many. No high photography costs or limited subjects. If this tremendous, little understood, photo reservoir is utilized through our search services & explanatory, \$7.50 manual-catalog, "Through Government Lenses". Sold on 5 day approval. Details free, with indorsements of gov't officials, users, and press. WASHINGTON COMMERCIAL CO. Dept. J, 1200 15th St. NW, Washington 5, D. C.

**TOYS is a \$300 MILLION Business!**

40 million youngsters demand toys. Distributors regularly read TOYS AND NOVELTIES, "The Voice of the Industry". Contact us for further information.

**TOYS & NOVELTIES** BELL BUILDING CHICAGO 1, ILL.

## Now—Kimberly-Clark brings you Premium Papers at Standard Prices!



HOT OFF THE PRESS—WITH SPARKLING NEW LEVELCOAT SALES APPEAL!

Now you can make every impression a far better impression—without an increase in printing cost! For Kimberly-Clark's four new fully-coated Levelcoat\* papers with new fiber, new formula, give you premium quality press performance and reproduction—at the cost of ordinary paper!

You'll see new whiteness and brightness, feel new smoothness, in all four 1950 Levelcoat papers. In make-ready, on large or small presses,

you'll discover new economy and dependability. Finally, in comparing reproduction with that of any other paper, at any price, you'll agree there's a striking new difference in the quality of printing achieved—with less waste—on 1950 Levelcoat.

So regardless of your paper requirements—for long runs or short runs, for advertising pieces, magazines or house organs—look to Levelcoat for printability at its best.

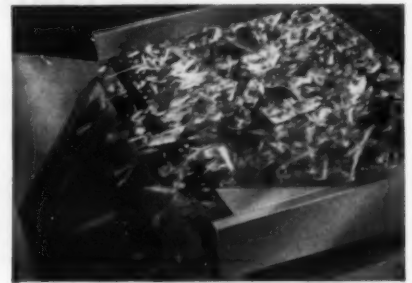
### Before choosing any printing paper—Look at Levelcoat

**New HIFECT\***—with sulphate-cooked fibers added, permanence, foldability, dimensional stability make Hifect ideal for covers or any fine letterpress printing.

**New LITHOFECT\***—for offset printing, Lithofect provides a moisture-and-pick-resistant coating. Offers outstanding foldability. Renders colors without loss of density.

**New TRUFECT\***—whiter, smoother, folds even better than before. Trufect, for letterpress, offers faster ink setting time, greater press dependability, finer reproduction.

**New MULTIFECT\***—an economy sheet for volume printing. Now Multifect has added strength, better foldability, greater uniformity ream-on-ream than ever before.



From logs to chips in 60 seconds! After whirling blades reduce logs to "postage stamp" chips, screens remove oversize pieces. It's part of the carefully integrated system whereby all raw materials, machinery and processes are produced or controlled by Kimberly-Clark—giving you the finest coated paper in this market.



Egg beater a la Kimberly-Clark! Automatically-controlled room-size beaters blend LongLac sulphate pulp with other raw pulps. This exclusive ingredient—plus the new white clay coating formula—is the secret behind a super-smooth 1950 Levelcoat with broad ink affinity, dimensional stability, and brilliant new whiteness.



Ever picked a pick resistant paper? You have—if you've picked Levelcoat! And just as this picture shows the test for opacity, so does Kimberly-Clark test each lot of paper for pick resistance. They're just two of the 79 checks that assure, in new Levelcoat, the press performance and reproduction of higher-priced paper!

## KIMBERLY-CLARK

CORPORATION

NEENAH, WISCONSIN



\*TRADEMARK

### 'Satisfy Consumer Desires Completely,' Authors Recommend

NEW YORK—"Though profit may be the primary aim of management... complete satisfaction of consumer wants is the only positive approach to business success," according to Harold H. Maynard, chairman of the department of business organization of Ohio State University, and Herman C. Nolen, vice-president of McKesson & Robbins.

Mr. Maynard and Mr. Nolen introduce their new textbook, "Sales Management," with this argument, and the entire volume is based on the same concept.

Though the book is frankly intended as a university text, the authors display a sensitivity to salesmen's problems and correct

handling of such problems that is infrequently found in volumes designed to assist sales teaching staffs.

Ronald Press Co. is the publisher. The price is \$5.

#### Ken Mason Heads Group

Ken Mason, advertising promotion director of the *New York World-Telegram & Sun*, has been elected president of the New York Promotion Managers Association. He succeeds Irvin S. Taubkin of the *New York Times*. Suar: Patton Jr. of the *Brooklyn Eagle* replaces Mr. Mason as secretary.

#### Jam Handy Names Long

George W. Long has been named administrative assistant in the slide film department of Jam Handy Organization, Detroit. He will supervise and coordinate slide films, artwork, charts and graphics for sales promotion and training programs.

### Advertising in the Test Stage

#### Test Drive Set For Doray's Defroster

PHILADELPHIA—Doray Inc. is introducing into the consumer market nationally its new Doray automatic defroster and is launching a consumer advertising campaign.

The campaign, scheduled for May and June in eight women's magazines, is for test purposes only. If the initial insertions draw well, the campaign will be expanded both in size of space and the number of magazines.

A. E. Aldridge Associates, Philadelphia, is handling the campaign, which includes two-color broadsides for the trade and sales kits for dealers.

Copy in full-page and smaller ads plays up the "freedom from

defrosting" theme, and mentions that the defroster is also a clock.

Some ads include a small form at the bottom which ostensibly is to go to the dealer, but actually is mailed to Doray Inc., for forwarding to the nearest dealer. Full-page ads do not include the order form.

#### TEST AC'CENT ON WEST COAST

CHICAGO—Amino Products Division of International Minerals & Chemical Corp. is running a series of two-week test promotions to speed movement of Ac'cent, the company's monosodium glutamate product, from grocers' shelves. The tests are concentrated in meat departments of West Coast chain stores.

Meat departments have been supplied with slap sheets printed

with the Ac'cent display message, and sample packets containing 1/2 teaspoon of the product, enough to enhance the flavor of one pound of meat. Slap sheets are included in wrapping all meats, and a sample will be enclosed in each package.

To date, results of the tests are "very good," according to company officials, but it is still too early to calculate the final effects of the promotion. Detailed information probably will not be available until later this month.

If initial tests boost sales, similar promotions may be planned for supermarkets in Chicago, Cincinnati, Cleveland and other big markets.

The West Coast tests are correlated with the company's new radio and television drive for Ac'cent in that area. Radio was used last summer, newspapers through the winter months, and both radio and TV will be used throughout the coming summer season.

J. Walter Thompson Co. here is the agency.

#### WASHINGTON STATE OPENS TEST DRIVE

SEATTLE—The Washington State Fruit Commission has undertaken a test promotion boosting fountain drinks made from Bartlett pears and Elberta peaches.

The commission, after casting envious eyes on what frozen orange juice has done for orange sales, decided to invent fountain beverages which would stimulate consumption of pears and peaches.

As a result, the Bartlett Drug Co., through its 22 drug outlets in Seattle, has devised an Elberta peach milkshake and a Bartlett pear milkshake, both of which the drug stores are promoting during the month of May.

Point of sale banners, window streamers, counter cards and gimmicks such as "red head day," meaning free peach or pear milkshakes for all red heads, are being used in the course of the test. National promotion plans depend entirely upon results of the Seattle tests.

#### Appoints Wolfe and Metro

Marty Wolfe has been named production manager of *Rocky Mountain Journal*, Denver. Constantine Metro, formerly with F. B. D'Angelo Advertising Agency, Waterbury, Conn., has joined the advertising and sales promotion department of *Rocky Mountain Journal*.

#### Joins O'Mara & Ormsbee

Joseph R. O'Donnell has joined the New York office of O'Mara & Ormsbee, newspaper advertising representative. He was formerly with Dan A. Carroll Co., which was dissolved April 1 (AA, March 13). O'Mara & Ormsbee has moved its New York offices to 420 Lexington Ave.

#### NEW JERSEY'S FOURTH LARGEST MARKET

#### Bayonne EATS WELL



You bet we eat well in Bayonne. We spend \$292.00\* per person or—36% MORE on FOOD in Bayonne than the national average. Get your share of this premium market by advertising in the only newspaper with 99.85% of its circulation concentrated in the City of Bayonne.

#### Bayonne... CANNOT BE SOLD FROM THE OUTSIDE

Send for the TIMES Market Data Book  
**THE BAYONNE TIMES**  
 NATIONALLY REPRESENTED BY  
 BOGNER & MARTIN  
 228 Madison Ave., N.Y. • 228 N. LaSalle St., Chicago

THERE IS NO SUBSTITUTE FOR:



COVERAGE

Right across the country, or right around home, National Highway Displays are doing a sound, economical, constant selling job for all kinds of products—the kind of a job they can do for you! National Highway Displays span the country—the most extensive network of its kind!



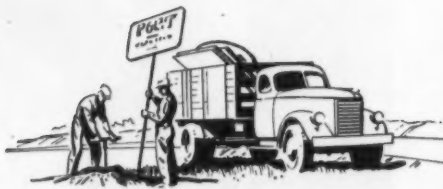
SERVICE

National Advertising Company has far the finest, best organized staff for the erection and maintenance of highway displays. 25 regional offices—a staff numbering more than 500—are ready to go to work right now—for you.



RESPONSIBILITY

National Advertising Company presently serves the finest names in American industry—firms who invest more than \$10-million a year in highway display coverage. You can be sure when you deal with National Advertising Company. Write, wire or 'phone for details. National Advertising Company, Waukesha, Wisconsin.



\*Reg. Trademark of Minnesota Mining & Mfg. Co., St. Paul, Minn.



AND  
**Scotchlite**  
 REFLECTIVE SHEETING

NAMES THAT GO NATIONAL—Alemite • American Broadcasting Company • Auto-Lite • Buick • Burd Piston Rings • Chevrolet • Chrysler • Cooper Tire • Dayton Tires • Devco & Reynolds Paint • Dodge-Plymouth • Du Pont • Evinrude Motors • Fisk Tires • Ford • Fox Head Brewery • Glidden Paints • Hamm Brewing Company • Hudson • International Shoe Company • Kaiser-Frazer • Lincoln Mercury • Martin-Senour Paints • Miller Brewing • Mohawk Tires • Nash • Oldsmobile • Pennzoil • Pepsi-Cola • Philco • Pontiac • Pyrofax • Quality Bakers of America • Seiberling Tires • Society Brand Clothes • Studebaker • U. S. Tires • Willys-Overland, and other sectional and local advertisers.



# Footnotes

BY G. D. CRAIN JR.

Advertising competitions in which prizes are awarded for the best ads and campaigns, in competition with others running in the same media or fields, impose considerable responsibility on the judges who make the awards. In fact, having participated recently in judging a large group of industrial and business paper advertisements for an advertising organization, I have the feeling that most judges find it very difficult to execute the assignment to their own satisfaction.

That is to say, when even competent and experienced practitioners in the advertising field are asked to look over dozens, scores or hundreds of ads, most of which are extremely well done from a technical standpoint, who can say which of the entire number is "best"? If the only real measure of advertising value is results, every such advertisement or campaign should be accompanied by a statement from the advertiser or agency submitting it, showing just what the advertising was expected to accomplish and what the actual results were.

Strange to say, many of these competitions do not make such a requirement of entrants. In some cases no information whatever, except as to the date of the ads and the media in which they ran, is requested, and in others entrants are invited to submit any supplementary information they care to provide, but are not required to furnish it. Thus the supposedly omniscient judges are confronted with a large volume of finely executed advertising, with little or no information on the performance of either individual ads or entire campaigns.

It seems to me that in the light of current readership research and mail order checks, plus efforts which have been made to pretest advertising before publication or broadcast, it is a bold navigator who would enter uncharted waters of this kind with any degree of assurance.

Actually, today's standards of advertising execution are so high in the matter of layout, illustration and copy, that it is next to impossible to look at an ad, compare it with others of the same general type, and say which is best. Some are better looking, some are better written, but what happens to the people who see them is necessarily in the realm of the unknown.

The advertising competition of the Cleveland Advertising Club, based on documented performance, has been reported and commented on in ADVERTISING AGE. Other organizations, local and national, which are now conducting or plan to conduct advertising competitions, might well follow its example.

## Da-Lite Advances Heck

Gilbert Heck has been appointed sales manager of the Da-Lite Screen Co. of Chicago, makers of projection screens. Mr. Heck, assistant sales manager for the past three years, replaces O. N. Wilton, who resigned to take an active interest in his export-import firm, Neuert, Wilton & Associates in Chicago.

## Candy Council Issues Kit

A new public relations kit for the candy industry has been released by the Council on Candy of the National Confectioners Association. The kit is designed to implement local public relations activities of candy manufacturers, and contains editorial material, speeches, technical data and educational material.



MURAL—The advertising and public relations class of the Barmore School, New York, prepared this mural for an "It's all in advertising exhibit" to be held in May. Posed with the mural are Lee-miron Rousseau, president of Market Research & Advertising, instructor in the courses, and Toni Weiss and Elaine Bauman.

## Cohan to Do TV For Scheer

James S. Cohan has been appointed director of television productions for the William N. Scheer agency, Newark. Mr. Cohan's background includes work as continuity director of Station WAER, Syracuse.

## Barr Moves Up at Despard

Frank H. Barr has been appointed vice-president and general manager of Harry R. Despard, Advertising, Toronto. Mr. Barr was formerly assistant general manager of Charters Publishing Co., Toronto.

## Sterling Drug, Dolcin Sponsor 'Gospel Singer'

The Centaur-Caldwell division of Sterling Drug, New York, through Sherman & Marquette, will sponsor "Your Gospel Singer," a transcribed Harry S. Goodman program, daily over seven southern stations starting Aug. 14. The market lineup is expected to be expanded later.

Dolcin Corp., through Victor van der Linde Co., has resumed sponsorship of the "Gospel Singer" over the Don Lee Network after a short interval.

## Knipschild Moves Office

Roy Knipschild & Co., advertising sales promotion agency, has moved to larger quarters at 520 N. Michigan Ave., Chicago.

## Remington Rand Offers Film

"Keys to Electri-conomy" is the title of a 27-minute, 16mm film recently released by Remington Rand Inc., New York. The film illustrates Remington Rand's electric typewriter, and how it overcomes the sales resistance of a hard-boiled vice-president. It is available, with operator and projector, without cost at any Remington Rand office.

**TOPFLIGHT**  
PRINTED ADHESIVE CELLOPHANE TAPE - HUBER BLDG. - YORK, PA.

Pat. No. 2,197,483

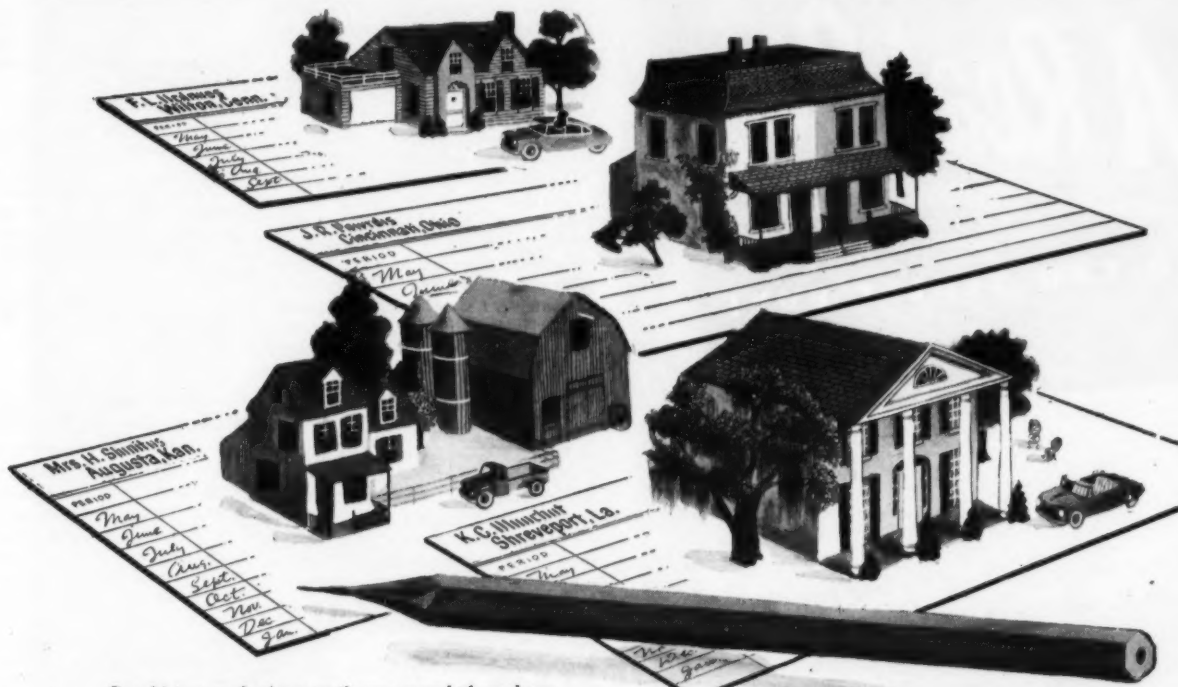


Pat. No. 2,501,104

## PLAY UP YOUR SALES TALKS

NOW you can make a game of your sales promotion. For give-aways or resale. Tailor-made, exclusively yours under two U. S. Patents. Free sample and prices.

Prevue-Radsell Co. 343 S. Dearborn St. Chicago 4, Ill.



Case-history cards give a continuous record of purchases by a scientifically chosen sample of 5000 homes

# This Miniature America

can help you see behind the totals, to measure sales trends against today's new opportunities

**A FAMILY OF TWO** in Cincinnati. A family of seven in Louisiana. Other families in big cities and on farms, near the country club and on the wrong side of the tracks...

These families—5000 of them—tell us every month what they bought, where they bought it, what they paid. Sixty thousand written reports a year... cards carrying more than 2,700,000 purchase entries!

That's the way the JWT Consumer Panel brings to life a market story which can be uncovered in no other way.

How is this story used?

Your Sales Manager, for example, can be certain that your product is stocked and moving in the outlets where people are buying most of your kind of merchandise.

Your Merchandising Department can measure accurately (and promptly!) whether deals or premiums actually are attracting new customers... and how many new customers you hold.

Your Product Manager gets an immediate picture of whether the ultimate consumer votes yes or no on your new products, or new packages, or new sizes.

And Management, as the experience of clients has proved, can be warned in time of problems which otherwise might not even have been suspected!

The Consumer Panel is only one of the many unusual services available to our clients. May we tell you more about it? There is no obligation, of course. J. Walter Thompson Company, 420 Lexington Avenue, New York 17, N. Y. Twenty-two other offices in strategic cities around the world.

## The J.W.T. CONSUMER PANEL offers these unique advantages:

1. The base is a 5000-family sample of the whole United States, covering all family types and all marketing areas.
2. The monthly reports from these families are based not on opinion, not on memory... but on FACT as recorded in a daily diary.
3. Every purchase (of the products included) is recorded, and the place of purchase shown... including major chains, syndicate stores, house-to-house, cooperatives, etc.
4. Because the results are a continuous record of the buying habits of the same families, they can be analyzed as case histories... which mirror accurately the facts on repeat sales, results from deals and premiums, etc.
5. This information is available to one manufacturer only in each product field.

Cross-tabulation of figures from the Panel reports gives clients not only exclusive sales facts, but dependable TREND LINES for these facts.



# Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

## Criticism of Hope-Frigidaire Easter TV Show Payment Called Unfair; Included Many Expenses

To the Editor: I think it is important that Bob Hope, Frigidaire, and Foote, Cone & Belding get rid of a \$40,000 headache. Some commentators, in the press, and other critics have questioned paying Bob Hope \$40,000 for the hour-and-a-half Frigidaire Easter Sunday television show. To begin with, to my knowledge neither Bob Hope, Frigidaire, nor Foote, Cone & Belding have said that Bob Hope was paid \$40,000

for the show. What he was paid is strictly between the interested parties. But for publication I will say that he was paid a lot of money. The sum of money, however, was not paid for an "act" called Bob Hope. The money paid him was for his services as master of ceremonies, actor, producer, director; and for the services of such writers as he hired; and for the services of his public relations representa-

tive. The fee also included cost of transportation from California to New York and return for Mr. Hope, his writers, public relations representative, and several other helpers. Let it be clear that I do not mean to take credit from Mr. Liebman, the producer of the show, or any of the other people who had to do with the mechanics of getting the show on the air. However, the facts are that Mr. Hope's years of experience made the quality of the production possible. While there were some set acts, such as Maurice Rocco and Bea Lillie's "Gay Paree" number, his writers spent weeks writing and rewriting and tying together the whole show. And if one wants to check the achievements of his public relations representative, all he has to do is to go to the newspaper files for the week preceding the telecast.

As to the time spent by Mr. Hope himself, I know that pretty accurately... I was there. I know of two times in February that Bob and I were together in California and spent a total of five days in planning the show. We were also together in New York in February and spent another two days there making plans. I was with him in New York again for a week while he was at the Paramount Theater in March, and almost every break between his stage appearances was spent in discussing the Frigidaire Easter Sunday show. I was again with him in California in March for another three days.

I can assure you that for three weeks preceding the show date, Bob Hope worked continuously on the Frigidaire show when he was not concerned with other duties, such as his regular radio broadcast for Lever Brothers. I also know that from Tuesday night, April 4, until Sunday, April 9, when the Frigidaire telecast went on, he spent every waking moment working on the show... and there were very few moments when he was not awake.

As an example: The day preceding the show, he worked in the theater from 10 in the morning until midnight, then worked in his room until 5 o'clock Sunday morning, and was back at the theater at 10 a.m. I go into this detail simply because it seems unfair to have several people, as did Billy Rose in his syndicated column of April 26, take a potshot at Bob Hope for being paid \$40,000 for an "appearance."

An "appearance" on somebody's variety show on television might be one thing. But Mr. Hope created for television a Broadway production—something that Broadway producers take months to prepare. I do not like to have Foote, Cone & Belding, Frigidaire, or Bob Hope accused of paying a price for an actor that will make it impossible for most advertisers to buy other leading performers for television because a price precedent has now been set.

So far as Foote, Cone & Belding goes, it has been our policy not to pay a lot of money for television shows. The record shows this. So far as Frigidaire goes, it is their belief—in which Foote, Cone & Belding concurs—that occasionally such extravaganzas can accomplish for Frigidaire in one year what competitors are trying to do with a greater annual expenditure.

So far as Mr. Hope goes, he knew that he was going into his toughest show business assignment yet. He put days and weeks behind the production and footed the bill for a very healthy payroll, plus expenses, as mentioned above. I only

hope that what he had left satisfied him.

With the exception of a few critics, it seems that the show satisfied the American public.

I know that Frigidaire is satisfied because we are planning another show on May 27 as a Memorial Day celebration.

I hope that this puts to bed the myth that Mr. Hope profited by \$40,000 for an "appearance."

J. HUGH E. DAVIS,  
Executive Vice-President,  
Foote, Cone & Belding, Chicago.

## Two More Coming

To the Editor: As agency for the new George Pal motion picture "Destination Moon," may we take this opportunity to congratulate you on the article "How 'Destination Moon' Movie is Developing Commercial Tie-Ups," which you ran in the April 10 issue of ADVERTISING AGE.

It's the first time, as far as we know, that any of the trade press reported upon that particular—and much used—phase of motion picture exploitation.

Of course we and our client are most happy that you chose "Destination Moon" as your example when you did so.

We understand, from our Los Angeles office, that you are planning to do another article soon—enlarging on the same subject—and you can be sure that all your readers who have an interest in the advertising of motion pictures are eagerly awaiting its appearance.

JOHN MALONE JR.,  
Vice-President, Roy S. Durstine Inc., New York.

## Four-Color Ad Produced Without Use of Color Photo

To the Editor: We would like to bring to your attention two pieces of advertising done by a West Coast Canadian fishing company, and which appeared originally in NABOB, The Grocers' Journal. The ad in our January issue was repeated in another Canadian grocery magazine at a later date.

Both ads were prepared by Stevenson & Scott advertising agency, from their Vancouver office. The four-color insert is a letterpress effort printed from plates made



from black and white on-the-spot separations of the subject. No color photo was involved. Printing was by The Lumberman Printing Co., Vancouver. This insert also appeared on easel backed counter cards.

Labels for the second ad were printed by Smith Lithograph Co. Ltd., also of Vancouver.

NABOB, The Grocers' Journal, a national grocery trade publication, is printed by Keystone Press Ltd. of Vancouver.

A. ANTONSON,  
Editor, NABOB, The Grocers' Journal, Vancouver, B. C.

## Book Council Offers Articles on Radio-TV Evils

To the Editor: The highly controversial subject of the large slices of time taken from the lives of young people by audio-visual programs, many of questionable quality, is only one of a number of opportune articles connected with the field of better books for children which we are now in a position to offer you, without charge

in some cases.

If you prefer, we can supply data, with or without pictures, from which a member of your staff may work, or if you are not in a position to run a full-length feature we have shorter newsy stories and other paragraphs of various types, suitable for immediate publication or for special issues around Book Week time.

The 33rd annual celebration of Children's Book Week, for which we are headquarters (as well as



Fred Filler  
Advertising Manager  
Salem (Ohio) News

## The world's largest manufacturer of steel kitchen equipment is in SALEM, OHIO

You may have right in your own kitchen some of the many products manufactured by the Mullins Manufacturing Corporation. Your wife, mother or daughters know about this line of products, because during 1949 the Mullins people spent \$638,758 for space only, telling our 150,000,000 American people about one of the finest lines of Kitchen Equipment now made.

Their nearest competitor spent about 28% as much money for advertising last year.

## The Mullins payroll makes for big retail business in Salem

In addition to the Mullins payroll, there are many other big manufacturers here. We have a total monthly payroll of over \$2,100,000. About 250 retail stores take care of the needs of our people.

## No better small test town in America

Many advertisers who know this market, who have run tests and regular schedules here will confirm our statement—"There is no better test market in this country."

The rate is still 4¢. Circulation, over 7,500. City and retail trading zone, 52,000. My time is your time when you want something sold in Salem, Ohio.

## OUR 7 PAPERS

- CANTON (OHIO) REPOSITORY
- STEUBENVILLE (OHIO) HERALD-STAR
- SALISBURY (MD.) TIMES
- These 3 represented by Story, Brooks & Finley, Inc.
- MARION (OHIO) STAR
- EAST LIVERPOOL (OHIO) REVIEW
- PORTSMOUTH (OHIO) TIMES
- SALEM (OHIO) NEWS
- These 4 represented by John W. Cullen Company

BRUSH-MOORE  
NEWSPAPERS  
OF OHIO

THE STORY OF  
**A Real Buy**  
YOU CAN REALLY BUY!

● There is no mouth-watering story about some other advertiser's impressive rating on a show you can't buy. It's factual information about 15-minute programs you can actually buy on Chicago's increasingly productive Voice of Labor—WCFL. It's an opportunity to buy tuned-in radio homes at a rate as low as 72 cents per thousand!

It's WELCOME TO HOLLYWOOD  
(formerly Breakfast in Hollywood)  
with Jack McElroy  
Monday through Friday, 1:00 to 1:30 p.m.  
WITH A READY-MADE CHICAGO PULSE OF 2.4

Or, if it's spots you're interested in, WCFL offers one-minute availabilities reaching tuned-in radios at a cost of only 48 cents per thousand.

**WCFL**  
50,000 watts • 1000 on the dial  
The Voice of Labor  
666 Lake Shore Drive, Chicago, Ill.  
Represented by the Bolling Company, Inc.  
An ABC Affiliate

being a year-round center of promotion and information on books for children), will take place this year in countless communities from coast to coast, and in some other countries, November 12th through 18th with our slogan, **MAKE FRIENDS WITH BOOKS**. An amusing, full-color 17x22" poster designed by the distinguished author-artist William Pene du Bois will be available from us in August at 30¢ each with reductions on quantities, together with recordings and other publicity material all listed in our free Book Week Manual. Glossy prints of the poster will be available early in May, free on request for publicity purposes.

We feel you will very likely agree that in these days of unrest throughout the world, a certain amount of "missionary" work is necessary in order that all may become aware of the increasing importance of getting more and better books, full of fun and facts, into the hands of more children everywhere. Last year, Book Week was so overwhelmingly successful that we had to move to larger offices, at the above address. Your cooperation in making the 1950 Book Week even more widely celebrated will be deeply appreciated.

SYBIL V. JACOBSEN,

Executive Director, Children's Book Council, New York.

**Creative Man Gets Some Help from One Reader**

To the Editor: An additional 2¢ worth on the Creative Corner-Celotex-MacFarland, Aveyard & Co. discussion:

The agency ad apparently disavows any responsibility for the contents of the ad, with its ardent defense of the advertising manager. No doubt the A. M. approved the ad before it appeared, but that hardly hangs the entire responsibility on his already over-burdened shoulders.

What are "thought-defying" whims and fancies? Do they defy one to think, or do they defy solution? Or are they perplexing?

And the agency ad asks, "Are we remiss, ("neglectful?") in view of the above stated facts, to ask whose interests are served by shots in dark that fly so wide of the mark?" Did they really mean, "Are we in order," or "Is it appropriate?"

Finally, what was destructive about the Creative Corner comment—suggesting, as it did, that the copy make itself clear to the lay mind? And that's a reminder every advertiser can take to heart when explaining technical matters to non-technical minds.

This savors of logomachy—so please excuse it.

JUSTIN PASSING,  
Advertising Agency.

**Says Rau Used It First**

To the Editor: In your issue of April 17, you mention as "news" the fact that Ruth Warren's name by-lines a new Chevrolet campaign.

In September and October of 1949, we ran the attached ad in Haire and Earnshaw publications for our client, Rau Snap Fastener Co. As you will note, it was by-lined by Josephine A. Munson, who is our copy director.

HAROLD M. GROSS,  
President, H. M. Gross Co.,  
Chicago.

**Calls Research 'Cockeyed'**

To the Editor: I see they have been working over The Creative Man because of his comments about Aunt Jenny.

Well, I won't get into that argument, but since he has been accused of expressing opinions based on ignorance, may I point out one unsure footing of your two cor-

respondents?

The first letter states that Aunt Jenny's old man was or is a postman named Calvin. The second makes him an editor named Calvin. Now, somebody's research is cockeyed, unless, of course, Cal is both editor and postman. Could be. And what a combination provided there are lots of postcards coming through!

JOHN A. WARREN,  
Morristown, N. J.

**News for Canada Should Add 'Where' and 'How Much'**

To the Editor: You could render a great service to American agencies, public relations counselors and manufacturers as well as Canadian publications, if you could impress upon the former that the Canadian market is different!

Every week here at *Canadian Homes and Gardens* we receive our usual quota of U. S. new-product releases. We're happy to have them. BUT, they're absolutely worthless as far as our readers are

concerned unless we know (1) whether the product is available in Canada; (2) where in Canada may it be purchased; and (3) what is the Canadian retail selling price?

Should you see fit to bring this to the attention of your readers, I for one would move a hearty vote of thanks! My secretary who spends too much of her time chasing down the illusive information will second it.

G. F. MACCABE,  
Editor, *Canadian Homes and Gardens*, Toronto.

**WIL Names Program Manager**

Edward M. Galloway has become program manager for Station WIL, St. Louis. Mr. Galloway is a former staff announcer for WEW, and was at one time program director for KSTL, both St. Louis stations.

**Loyd Brady Joins Agency**

Loyd Brady, formerly of the Associated Press staff in Chicago, has joined the public relations and publicity department of Needham, Louis & Brorby, Chicago agency.

**Shingle Makers Plan Drive**

A 1950 promotion campaign of red cedar shingles—to start in Canadian magazines late this spring—has been announced by the Red Cedar Shingle Bureau B. C. Division, an association of Western Canadian shingle producers. The campaign will stress the economy and durability of cedar shingles. O'Brien Advertising, Vancouver, handles the account.

**American Airlines Moves**

American Airlines and American Overseas Airlines have moved to new offices at 160 Park Ave., New York. The move involved 575 employees of the executive staff and the non-operating departments of the airlines. The company's regional and district offices remain in the same location at 122 E. 42nd St.

**Sullivan to Geyer Agency**

Geyer, Newell & Ganger, New York, has added Gilman Sullivan, formerly vice-president and account executive of Federal Advertising Agency, as assistant to the president.

**Juice Account To Agency**

Apple Concentrates, Sterling Junction, Mass., has appointed Sutherland-Abbott in Boston as its agency. Apple Concentrates produces quick-frozen, concentrated apple juice.

**Pulse to Carry KSMO**

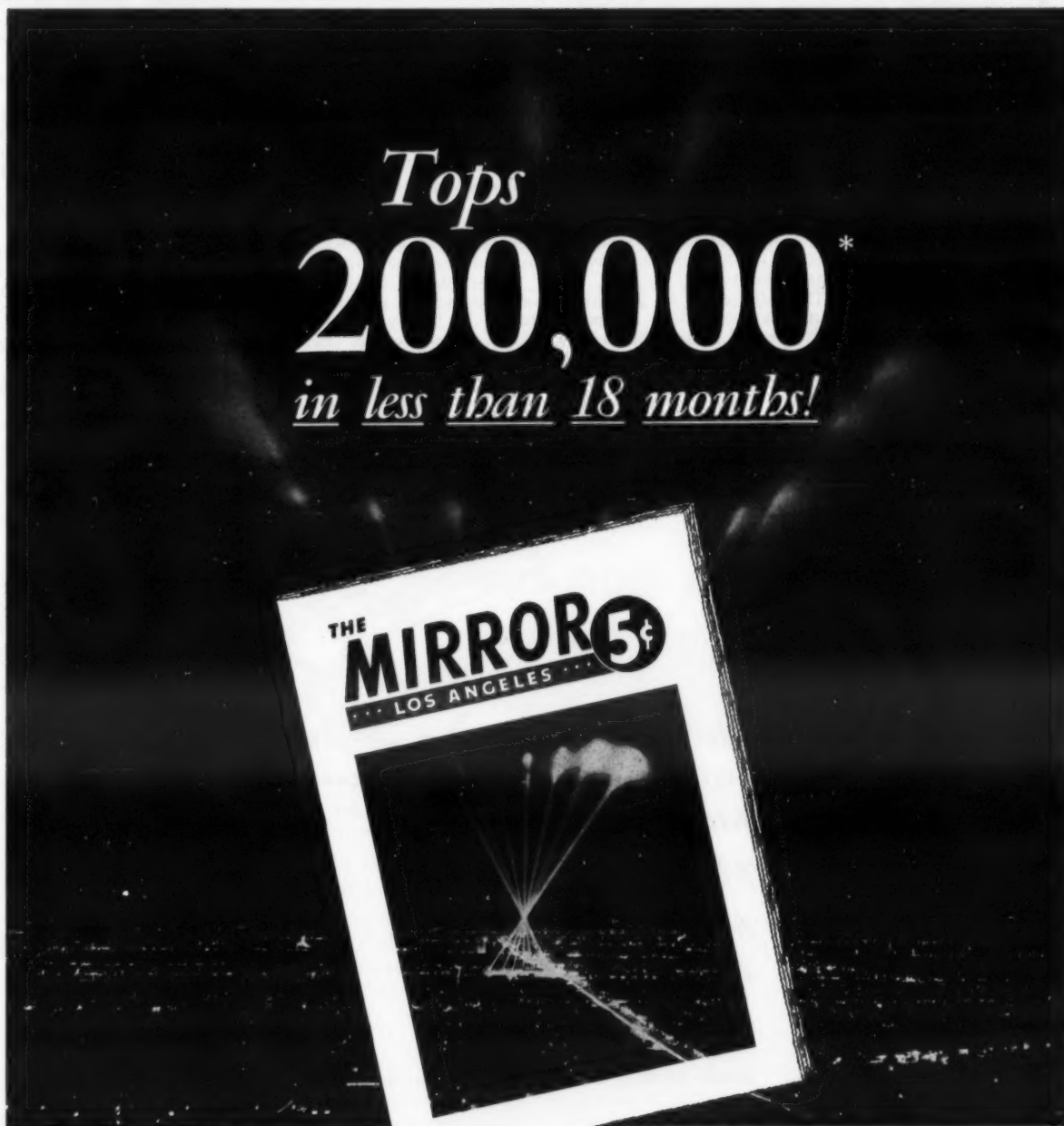
Audience figures for KSMO, the classical music station for the San Francisco Bay area, will be carried in future editions of Pulse.



SOUNDS LIKE MAGIC WORKS LIKE MAGIC

YOU could set type for an ad like this right at your own desk. It's no trick at all with FOTOTYPE—the streamlined successor to metal type. Just slip die-cut cardboard letters into exclusive, self-aligning composing stick. Slashes type costs. Makes layout preparation easier, faster. Wide selection of type faces. Catalog free!

FOTOTYPE, INC., 1415 Roscoe, Chicago 13



**You can't cover bulging  
Los Angeles without THE MIRROR  
... now read exclusively by more  
people than live in Akron,  
Omaha or San Antonio!**

Because they like *The Mirror*—its breezy style, solid news coverage, exciting features—the people of Los Angeles are now buying it daily at the rate of 200,000 copies.

Averaging 2½ readers per copy, this means that *The Mirror* has a readership of at least half a million—and 63% of these people say **THEY READ NO OTHER PAPER!**

That's why we say, "Add *The Mirror!*" Only by using *The Mirror* can you bring your sales story to this huge segment of Los Angeles—the 2nd largest retail sales area in the nation!

VIRGIL PINKLEY, EDITOR AND PUBLISHER

**Add THE MIRROR and you won't miss!**

REPRESENTED BY O'MARA & ORMSBEE, INC. • NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

# Service to Judge Efficiency of Ads Opened by Lydia Pinkham Ad Chief

New York—Charles H. Pinkham, advertising and promotion director of the Lydia E. Pinkham Medicine Co., Lynn, Mass., and for the past three years consultant to Erwin, Wasey & Co. on consumer advertising efficiency in drugs and cosmetics, has organized the Pinkham Analysis of Advertising Efficiency, which started business April 1 at Clifton Station, Mass.



Charles Pinkham

Although Mr. Pinkham will continue as a director and promotion manager of the Lydia E. Pinkham Medicine Co., he has severed his connection with the advertising agency. His new service will be operated independently of the medicine com-

pany. The service is the logical outgrowth of his research over the past 15 years, Mr. Pinkham told AA. Although his method of analyzing advertising efficiency was developed to evaluate the advertising of the Pinkham medicine company, Mr. Pinkham has applied it to several other businesses in the past few years. With each application, he says, he has been able to accumulate additional information regarding the relationship between advertising and sales.

"The service provides an evaluation of U. S. advertising efficiency for each year from the beginning of a client's business," Mr. Pinkham says, "and a similar yearly analysis of the efficiency of advertising in nine geographical areas."

"After the background figures have been analyzed, the service will consist of periodic reports on the current efficiency of the advertising in each geographical area. 'Some factors which influence advertising efficiency are not only far from obvious,' Mr. Pinkham says, 'but are sometimes so fantastic as to be almost unbelievable. For example, in the case of those proprietary medicines which act upon specific organs of the body, there are definite cycles of advertising efficiency.'

"The efficiency of advertising of 'female remedies' reaches a peak every 23 years. With a laxative it is every 11 years. Prelim-

inary studies indicate that with a heart remedy it runs about every nine years.

"Such cycles of advertising efficiency seem to vary in each hemisphere. It may be possible for a company which does business throughout the world to so plan its advertising each year that it will be able to concentrate its efforts in those countries which are at the peak of their cycle of advertising efficiency."

About ten years ago, Mr. Pinkham felt that the great lack in advertising research, so far as the Pinkham company was concerned, was a system for telling exactly how many dollars' worth of sales resulted from each dollar spent for advertising. So he started a research project of his own for the company.

The results were more than interesting, he says, because apparently they were not consistent. They were different in each geographical area, and they changed from year to year.

"It never occurred to us," he says, "that so-called female ailments might be more prevalent in some areas than in others. Consequently, we felt that our advertising efforts should be directed toward increasing sales in areas where consumption per capita was low, in order to bring sales in those areas up to the national average."

"This often is a good way for an advertiser to go broke," he remarked parenthetically.

"In 1940, we abruptly changed our method of allocating advertising. In that year we set up a U. S. appropriation that was a specific percentage of our 1939

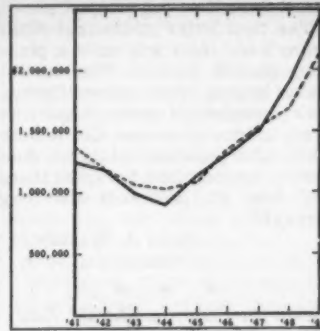


Fig. 1—Relationship between the sales and the sales norm for a fictional business. The solid line represents sales and the broken line represents the sales norm.

sales. That same percentage was established in each of our market areas.

"The story of how we adjust sales in each market has been told many times. We number out carton tops and include a questionnaire in each package. In the past ten years we have traced well over 1,000,000 cartons to the wholesaler or chain, thence to the retailer, thence to the consumer. We know what percentage of our business each of our customers does in each marketing area."

"By 1941, we had discovered that the response to advertising in some geographical areas was far greater than it was in others. By endeavoring to establish some correlation between our advertising efficiency and such factors as population, drug store sales, income, business conditions, foreign language groups, Negro population, and climate, we hoped to discover the factors which were most favorable to sales."

"The only factor which we were able to correlate with so-called advertising efficiency was climate."

"This finding brought about an entirely new conception of advertising effectiveness. It demonstrated that the efficiency of our advertising increased in those areas

where certain climatic factors were present and decreased in those where such factors were absent.

"To carry our research further, it was necessary to develop a yardstick by which we could actually measure with mathematical accuracy the efficiency of any given advertising."

"The development of this yardstick took several years," Mr. Pinkham says. "Our traditional attitude toward advertising was to consider its relationship to current sales. Such a relationship can be quite misleading."

"It was not until we related current advertising and current sales to sales of the year preceding, that we made any progress in the development of a yardstick."

"Such figures in a time series," Mr. Pinkham declares, "tell the relationship between advertising and sales month after month and year after year. They tell how such advertising has increased or decreased sales volume. They make it possible to discover the average relationship between advertising expenditures and resultant sales."

"This average relationship in a time series represents the normal effectiveness of our dollar expenditures for advertising. From these figures it is possible to construct a sales norm."

"The development of this sales norm was the most important step in the creation of our yardstick. It permitted us to present in the simplest manner the relationship between actual sales and normal sales."

Fig. 1, above, shows this relationship between the sales and the sales norm for a fictional business. The solid line represents sales and the broken line represents the sales norm. There would be no deviation of the sales line from the sales norm if all factors influencing the efficiency of the advertising had been constant for this entire nine-year period,

ABOUT JUNE 1ST  
**50,000**  
WATTS  
**WNOE** 1060  
NEW ORLEANS  
KW  
\*5,000 ORDER  
NIGHT NOW!

ESTABLISHED 1866



IN ORDER TO PRODUCE SUCCESSFUL PRINTED ADVERTISING—QUALITY AND BUDGET-WISE—MANZ EMPLOYS EVERY MODERN DEVICE KNOWN TO THE CRAFT:

- production . . . . .
- photography . . . . .
- photo-engraving . . . . .
- typography . . . . .
- letterpress . . . . .
- one-color . . . . .
- multi-color . . . . .
- offset . . . . .
- planning . . . . .
- layout . . . . .
- art . . . . .
- binding . . . . .



OFFICES • CHICAGO • DETROIT • NEW YORK

Easy as:

- A** Sell the News readers
- B** and you sell the
- C** WHOLE BUFFALO MARKET

Over 1,300,000 people

**BUFFALO EVENING NEWS**

EDWARD H. BUTLER  
Editor and Publisher

KELLY-SMITH CO.  
National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

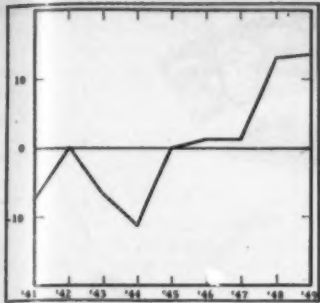


Fig. 2—Percentage of deviation of sales from the sales norm. Straight line at 0 represents the sales norm. The curve represents the plus or minus deviation of sales from the sales norm.

that is, all factors other than the dollar amount of the advertising expenditures.

"The Pinkham company," Mr. Pinkham says, "starts with the axiom that consumer advertising is the only sales factor. Nothing else has the power to create sales. What are commonly known as sales factors we regard as advertising factors, that is, factors which tend to increase or decrease the efficiency of the advertising.

"The yardstick I have described was set up for a company whose sales depend almost entirely upon consumer advertising. Such factors as business paper advertising, sales effort, sampling, etc., can be considered as advertising factors, and, as such, they can be evaluated by our yardstick.

"By minor changes in our procedure we can evaluate both advertising and sales effort for products in many fields, as long as advertising and sales effort are of sufficient importance in the creation of consumer sales as to be measurable.

"In a company where selling is of sufficient importance, sales expense can be included with advertising expense in arriving at a sales norm. By deducting the sales norm from the sales we have left a specific evaluation of these combined factors.

"Or, to state it another way, we can measure the deviation of the sales from the sales norm and express this deviation in dollars or as a percentage of the deviation to the sales norm."

Fig. 2 shows this deviation in terms of the percentage of deviation of the sales from the sales norm. The straight line at 0 represents the sales norm. The curve represents the plus or minus deviation of sales from the sales norm.

"A sales norm usually should be based upon the relationship between advertising and sales for the entire period that a company has been in business," Mr. Pinkham believes. "An exception can be made to this general rule, however, when the character of the business has changed radically.

"Basic figures showing the long-term relationship between advertising and sales enable us to construct a norm table. Such a table assists in developing a sales norm for current sales, month by month. An analysis of the current trend of the efficiency of our advertising permits us to predict our sales many months in advance, often to within 2% or 3% of actual sales.

"Furthermore," Mr. Pinkham says, "the norm table enables us to construct a sales norm for individual states or markets. By comparing sales and sales norm in each state we can evaluate the present and past efficiency of advertising in each state. We can also compare the efficiency of advertising in a state with the total efficiency of the advertising throughout the United States, month by

month.

"Not the least of the opportunities that have been opened to us by the use of this yardstick," Mr. Pinkham adds, "are those of testing different advertising factors in various markets. We have measured the results in each state of the introduction of fair trade. We have evaluated advertising copy and different sizes and shapes of ads. We have measured the efficiency of concentrated advertising efforts as compared with normal expenditures. We have studied the comparative merits of 5, 15, 45, and 70 radio spots a week. And the yardstick works."

He estimates that three months will be required to develop source material into usable statistical data for each account. Source material consists primarily of sales and advertising figures by years, by months, and by geographical areas. His service, Mr. Pinkham told AA, will not conflict with or duplicate any existing service.

Mr. Pinkham plans to interview personally each prospective client, and he will accept as clients only such companies as, in his opinion, are likely to receive substantial benefit from the service. Such companies will have to meet three basic requirements:

"1. Accurate advertising and sales figures from the time the product was put on the market will have to be available.

"2. No new product can qualify. A product to be acceptable will have to have had substantial sales for at least five years.

"3. No product will be accepted if, after preliminary study, it is felt that the product is obsolete or cannot be put in a competitive position in its field.

**Releases Labeling Booklet**

A new, revised edition of "Successful Can Labeling," published by National Adhesives, New York, is ready for distribution. Copies may be had free by writing to National Adhesives, 270 Madison Ave., New York.

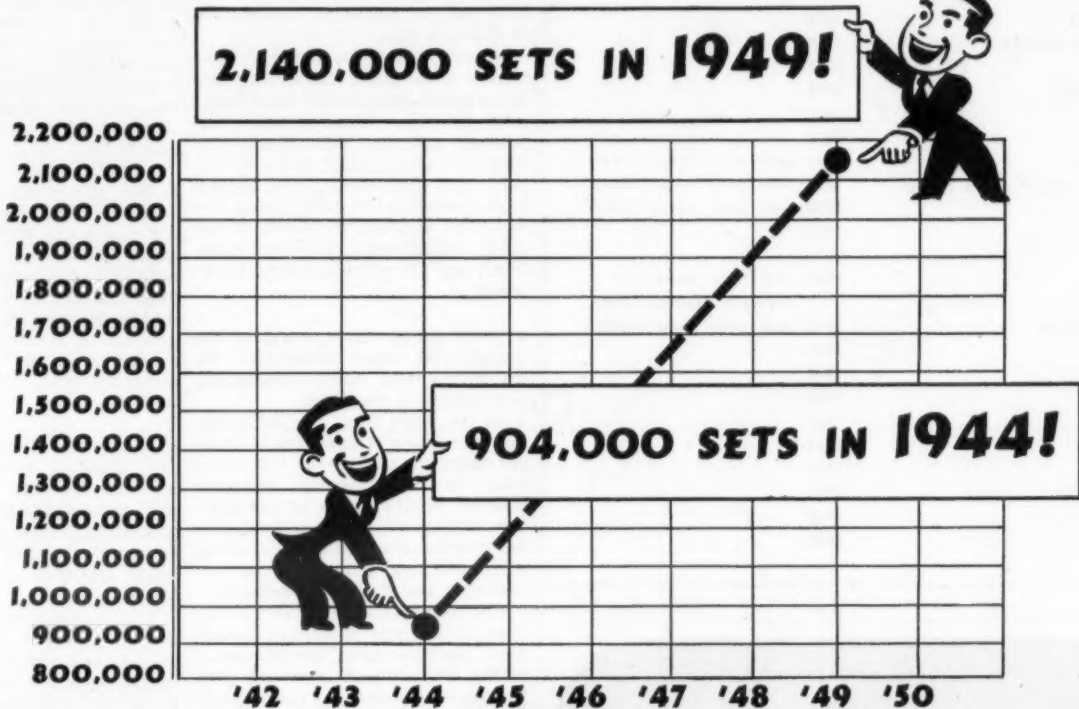
**LAST CALL  
MAY 10**  
is closing date  
for  
**RESERVATIONS**

Advertising Age's Annual  
"Master Reference" Digest-  
ing And Cataloging All  
Available Media-Prepared  
Market Data

Phone, wire, or write  
today to reserve space  
in this feature issue.  
Deadline for copy can  
be extended to May  
17, the latest.

**MARKET DATA ISSUE**  
(May 29, 1950)  
**ADVERTISING AGE**

**136% INCREASE IN NUMBER OF  
RADIOS IN IOWA HOMES SINCE 1944**



**EVERYBODY** knows that a family with *two* radio sets *listens more to radio* than a family with *one* set. And still more with *three* sets—Dad hears the evening news, Sister listens to a musical program, Mother tunes to a dramatic program, or the whole family listens to the same program—usually in different rooms.

Figures from the 1949 Iowa Radio Audience Survey\* reveal that multiple-set ownership in Iowa homes has increased 136% since 1944. The number of sets has jumped from 904,000 in 1944 to 2,140,000! In addition, there are now over 400,000 automobile and truck radios, as well as thousands of non-residential sets in offices, barns, stores and restaurants!

Thus despite a 14% rate increase since 1944, WHO is today one of the great radio bargains of the nation, because WHO is "listened-to-most" on more than 136% extra sets in 1949!

Get all the facts about Iowa's extra listening and WHO's share of the bonus audience. Send for your copy of the Survey today!

\*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

\*\*Iowa Radio Audience Survey figures applied to population estimates of Sales Management's Surveys of Buying Power.

**WHO**

**+ for Iowa PLUS +**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



**FREE & PETERS, INC.**  
National Representatives

# How Procter & Gamble Launches a New Brand Into Competition

**Years of Study, Research Usually Precede Public Showing; Several on Fire**

By JOHN CRICHTON

CINCINNATI—Procter & Gamble is continually at work on new products. At this writing it has three in the test market stage: Wondra, a cleansing cream; Joy, a liquid detergent; and Lilt, a home permanent. There are undoubtedly others on the boards, waiting to go. Cheer, a new all purpose detergent, went into a two-market test last month.

A year ago the company explained, for the benefit of its salesmen, just how a product comes to market.

In the first place, it usually takes a long time. Tide—the detergent which currently tops the packaged cleansers in sales—was in the works in 1935, more than

ten years before it finally hit the market.

After the laboratory work (and that phrase may quickly dismiss several years of careful experimentation), the new brand comes before the company's administrative committee. This is the top brass of P&G. On it sit R. R. Deupree, chairman of the board, N. H. McElroy, president, and R. K. Brodie, chairman of the committee and a vice-president. Its other members include vice-presidents F. M. Barnes, W. F. Bowld (Buckeye), H. C. Knowles (buying), W. L. Lingle Jr. (overseas), H. J. Morgens (advertising), J. G. Pleasants (manufacturing), R. F. Rogan, treasurer, W. H. Tuttle and K. Y. Siddall, comptroller and secretary of the committee.

The committee reviews and passes on basic problems: Are the raw materials needed for the product available? What new machin-

ery will be necessary? How much plant space will be needed? What is the estimated cost per case? What is P&G's sales experience with similar products? What about timing of market research, manufacturing and test marketing?

If the committee okays the product, then comes extensive consumer research. The product goes out "blind," labeled only with a letter (Young & Rubicam was working on a product known only as Brand J until late last month, when it was unveiled as Cheer) and the housewife tells P&G how she likes it, how it stacks up with competition, and what she doesn't like. The report goes, without any analysis, to the Chemical Division, Advertising, Sales and Manufacturing. If it still looks good, the marketing operation goes into high gear.

The new brand gets a brand promotion team in the Advertising Department (this is built on the brand man, covered in the first article of this series; see AA, April 24), and an agency. The new agency may come from the P&G family—but it may not have a P&G brand directly competitive to the new one.

Once approved by the Administrative Committee, the agency sits in on a full-scale show: the Chemical Division demonstrates the product and its advantages; the Research Department gives its report and the conclusions drawn from research; the Advertising Department outlines the views of the other departments, answers questions, and gives the agency a timetable.

Then comes the naming of the brand, the legal clearances on trademark and name, packaging, and testing of packages.

At the same time, the Advertising and Sales Departments have put together the list of test markets. In these every gimmick learned in 113 years of competitive selling will be used to launch the product successfully, including merchandising plans, special advertising and dealer promotions.

The company's estimates on volume to be sold month-by-month have been prepared, the Manufacturing Department is set to plan production by sizes, by months and by plants, the Traffic Department and Buying Department are ready. The Advertising Department and the agency have settled on the introductory budget, and now the head of the department, Vice-President Howard J. Morgens, takes to the Administrative Committee the

plan and the request for the money. The brand is ready for market.

The introduction comes off with the precision and secrecy of an amphibious operation. Every package made for two or three months has been stored in guarded warehouses. In the test market areas, sales managers hold meetings with salesmen, give them the facts, rehearse them on selling points; advertising and display material for stores will be studied and sales quotas set.

In four or five weeks the new brand will be stocked by nearly every dealer. Then the advertising opens up. Newspapers... spot radio... outdoor... car cards... cut-in announcements on the company's network shows. Deals start in the stores. To bring the new product to housewives who have heard of it but not bought it, sampling and couponing operations begin.

Meantime, all P&G departments are checking results. They look for effectiveness of advertising and promotion, of sampling and couponing; they watch to see if housewives recognize the advantages apparent in the laboratory and on test.

Top management watches, too. On the outcome of the test marketing rests the decision to go national with the brand, a decision involving millions of dollars in promotion, manufacturing and raw materials.

If the new brand still looks good, the Sales and Advertising Departments drive ahead. Promotions are under way, organized by sales divisions, districts and units. Meetings of salesmen are held all over

the country, following the briefing pattern of salesmen in the test areas, except that here everything learned in the test is put into action on a big scale. While the selling progresses, the company's Chemical Division and Market Research Department will continue to test the product and the consumer reaction to it, trying to improve them both.

### SALES LIAISON

Obviously, this kind of concerted operation—which goes on for established brands as well as new brands—requires the closest kind of sales coordination.

Procter & Gamble has more than 1,000 salesmen, plus a separate sales force for the Drug Division. These salesmen sell the full line of P&G products, and operate in 30 sales districts in the U. S. They are divided by sales units, in order to keep them well-informed on a business characterized by intense competition, and heavy promotional activity.

Liaison with the sales force is accomplished by a sales house organ, "Moonbeams," which places heavy stress on the company's advertising and promotion efforts, brings the men up-to-date on contests and other promotions, and cites notable displays.

The sales force also gets bulletins as contests and promotions come up. Salesmen get letters from the district manager outlining the promotion, with attachments showing displays and an organizers' sheet showing how much display material is allotted to each salesman.

Finally, meetings are held in



**PREMIUMS**—These were P&G premiums used in 1949. Some, like the dishcloth, were used locally, while Ma Perkins seeds and Crisco "New Recipes for Good Eating" were used nationally. Altogether, the dozen items have a retail value of \$10.96, but soap and Crisco buyers paid only \$3.95—plus boxtops and wrappers, of course. All P&G premiums are pre-tested by the research department.

### Procter & Gamble Brands (with date of introduction)

IVORY SOAP	1879
P&G WHITE NAPTHA	1903
CRISCO	1911
IVORY FLAKES	1918
CHIPSO	1920
CAMAY	1926
OXYDOL	1927 (with prior owner—1914)
AMERICAN FAMILY BAR & FLAKES	1930 (with prior owner—1839)
LAVA	1930 (with prior owner—1893)
IVORY SNOW	1930
DREFT	1933
DUZ	1939 (with prior owner, different product—1914)
SPIC AND SPAN	1945 (with prior owner—1925)
TIDE	1946
JOY	1948
DRENE	1933
TEEL	1938
PRELL	1944
WONDRA	1945
SHASTA	1946
LILT	1948
CHEER	1950

**Collins Miller & Hutchings Inc.**

AMERICA'S FINEST PHOTO-ENGRAVING PLANT  
207 N. MICHIGAN AVE. CHICAGO 1 - FRANKLIN 2 5854

**Each time you buy LUBBOCK you get MORE!**

**MORE POPULATION** City Zone ABC Par. 28  
Now over **65,000**

**LUBBOCK AVALANCHE-JOURNAL**  
Brother Of Slain Man Charged In Holdup  
**MORE CIRCULATION**  
Now over **41,200**

TEXAS DAILY PRESS LEAGUE, INC. National Representatives

each times units much district talk b present agenci

The P&G by all its coo under case vices. paym play hand portec The c how r tising cation proof P&G by lav larges mom-

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each sales district three to four times a year. The three to four units in each sales district meet much more often. Once a year the district has a big meeting, with a talk by the district manager and a presentation by one of P&G's agencies.

**DISPLAY**

The display techniques used by P&G are basically those employed by all major soap companies. Like its competitors, P&G has a dealer cooperative merchandising plan, under which it pays dealers a per case allowance for certain services. Dealers get a set per-case payment for displays only, for display coupled with featuring in handbills, and for displays supported by newspaper advertising. The contract stipulates precisely how much and how often advertising must run, handbill specifications are equally stringent, and proof of display is required.

P&G's arrangement—as required by law—is equally available to the largest chain and the smallest mom-&-pop store.

P&G is little interested in fancy cardboard displays. Its objective is mass floor and counter displays. Aspiring salesmen note the work of an ingenious co-worker who



**CONTESTS**—As brand after brand goes in for promotion, P&G's huge advertising warehouse continues to handle operations like this, where coupons are being sorted. "Money mail" on premiums is handled separately on a floor of another building, midway between the warehouse and P&G's offices in the Gwynne Bldg.

that of the soap division, under which dealers receive allowances for display activities, and placement of newspaper ads.

Originally, the Drug Division was the one place where P&G-trained men did not predominate. Harold Hall, who was the first head of the Division, came from Bauer & Black. He recently resigned from P&G to join the staff of the Harvard Business School. There are very few other non-P&G men in the Division, and P&G trainees are being steadily routed

insuring greater week-after-week job security."

P&G takes no stock in the view that "soap is soap." It believes there are deep and demonstrable differences between brands. It has a variety of products because it believes its success rests on service

to the housewife, on effectively meeting her wishes and her needs. As long as some want Ivory soap in flake form and some in granules (Snow), P&G will give them both. It is constantly searching for new ways of simplifying the tasks of the homemaker, it is constantly trying to improve its products. That, plus the care and constant efforts of its advertising and selling, explain Procter & Gamble's continued dominance in a tough competitive field.

**Metro Plans Comics Course**

Metropolitan Group will conduct a course in color comics production for members of agency production and traffic departments. Under the direction of John Gribbin of Metro, the course will be given on five Wednesday evenings, beginning May 17 in the *New York News*' "little theater". Instructors will be: Art, John D. Cushing, Johnstone & Cushing; engravings, Ed Connelly, Koppel Engraving Co.; foundry, Bill Coughlin, Atlantic Electrotpe Co.; printing, John Enright, Eastern Color

Printing Co. Meetings will be limited to 45 persons.

**Miehle Appoints Stevens**

William J. Stevens, formerly executive secretary of the National Association of Photo-Lithographers and of the Metropolitan Lithographers Association, New York, has been named assistant manager of the eastern offset press sales of Miehle Printing Press & Mfg. Co., Chicago.

**BAIRDset Ads outpull publisher set ads**

Proof on request. Baird facilities include one of the world's most efficient composing rooms; STRECHTYPE® the miracle proofs which alter proportions of type, art work or photographs; talented, young personnel; monotype facilities. Transparent pages of alphabets aid you in making correct type choice faster in World's Handiest Type Book. Ask for free circular. Advertising typographers since 1910.

**HARRY BAIRD CORPORATION**  
F. H. Bartz, pres.      Stretchype®      \*Trade Mark  
18 E. Kinzie St., Chicago 11, Whitehall 4-4347



**SAMPLING**—Here a P&G sampling crew hits a block. Note the supervisor on the sidewalk, and the truck to dispense samples. P&G, an old hand at sampling and other promotions, has trained many admen in the field on just such crews as this.

sold a grocer on the idea of using 80 cases of Duz in a giant pyramid.

In shelf space, P&G presses for parity with its competitors, and feels—since its products outsell those of other companies—that the grocer should logically stock and display more of them. P&G salesmen are not primarily responsible for display, but they will assist grocers in designing and building them, and in placing the display promotional material to good advantage. Incidentally, one of the reasons P&G likes the giant size container (besides the obvious one) is that a bank of the containers is almost like a 24-sheet poster transported into a store.

**DRUG DIVISION**

As in the case of the general Advertising Department, the drug products advertising is handled by a brand man, working with Media, Copy and Radio, and reporting to William Alexander, drug ad manager. The drug sales force is much like that of the soap end of the business. It is divided into two staffs: a specialty sales force for the beauty trade, and a general sales force which calls on wholesalers, major retailers and department stores.

The drug field changes faster than the soap business and there are more marginal competitors than in soap. Drug Division salesmen have a DCM deal similar to

into the department (which is expanding as P&G's entries in the drug field grow).

**PHILOSOPHY**

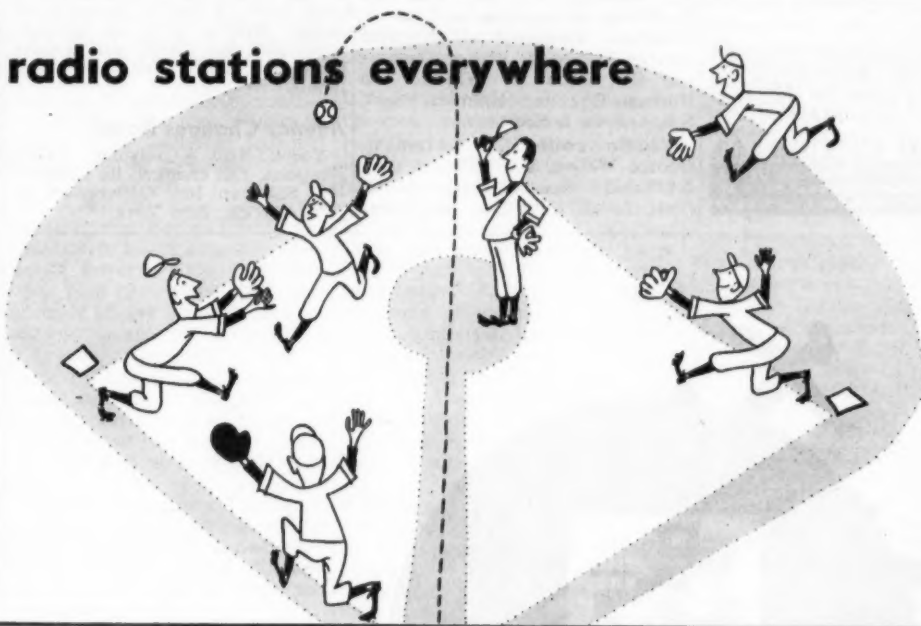
In these articles, the word "volume" has been repeated; this is because it is a key to P&G's selling philosophy. The company has been offered—and has developed—many products which were interesting and useful, but unless they promised volume the company had no interest in them.

The probing for economy and greater efficiency stems from a stark fact of the soap business: while volume is large, profit margins are narrow. Soap—one of man's oldest commodities—in volume merchandising presents the problem of units in which costs are figured in cents, profits in mills, and the closest kind of penny-watching is a concomitant of success. Probably no other American business is so competitive, has such aggressive promotion, requires such high advertising and selling costs to keep its volume rolling.

Strong advertising and selling effort are an integral part of the company's operating philosophy. Some 25 years ago, when jobbers bought on a seasonal basis and the company's sales moved in spurts and stops, P&G started a determined effort to iron out the sales pattern to make possible its now famous plan of guaranteeing to all its regularly hourly paid wage earners a minimum of 48 weeks work every year.

In the words of one of the company's executives, "If ever there was a prime social justification for continuous, effective advertising in consumer products, it is here—that it contributes notably to

**radio stations everywhere**



but only one...



Basic NBC Affiliate

**CLEAR CHANNEL 50,000 WATTS**

HARRY STONE  
General Manager  
IRVING WAUGH  
Commercial Manager  
EDWARD PETRY & CO.  
National Representative

As prime evidence of WSM's unique standing in the broadcast league, consider this fact: Every week, in addition to normal station business, WSM originates sixteen network shows, too. Then ponder the sales possibilities of a single radio station which has talent of sufficient quality, and in sufficient quantity, to build sixteen shows of net work quality... especially when that station leads the league in the fastest growing region in the nation—the Central South.

Want more facts? Just contact Irving Waugh or any Petry man.

MULTIGRAPHING - FILLING-IN  
ADDRESSING - MIMEOGRAPHING  
**THE LETTER SHOP, Inc.**  
421 S. Dearborn St., Chicago 5, Illinois

### Four A's Councils Elect New Officers and Governors

NEW YORK—Election of new officers and governors of the six sectional councils of the American Association of Advertising Agencies, now completed, have resulted as follows:

New York council: chairman, J. Davis Danforth, Batten, Barton, Durstine & Osborn; vice-chairman, Fletcher D. Richards, Fletcher D. Richards Inc.; secretary-treasurer, John E. Wiley, Fuller & Smith & Ross. Governors: T. Hart Anderson, Anderson, Davis & Platte; Don Francisco, J. Walter Thompson Co.; Walter Weir, Walter Weir Inc.; and Alvin H. Kaplan, Kaplan & Bruck.

New England council: chairman, Edw. F. Chase, Harold Cabot & Co.; vice-chairman, George C. Wiswell, Chambers & Wiswell; secretary-treasurer, Harold I. Reingold, Reingold Co. Governors: Julian L. Watkins, H. B. Humphrey Co., and

Frederick C. Noyes, Horton-Noyes Co.

Atlantic council: chairman, Frank C. Murphy, Geare-Marston; vice-chairman, A. E. Morgan, Richard A. Foley Advertising Agency; secretary-treasurer, Robert Arndt, John Falkner Arndt & Co. Governors: Wesley M. Ecoff, Ecoff & James; Wilbur VanSant, VanSant, Dugdale & Co.; Theodore A. Newhoff, Theodore A. Newhoff Advertising.

Michigan council: chairman, J. L. McQuigg, Geyer, Newell & Ganger; vice-chairman, F. W. Townshend, McCann-Erickson; secretary-treasurer, Carl Georgi Jr., D. P. Brother & Co. Governors: Willard S. French, Brooke, Smith, French & Dorrance; and Elliott E. Potter, Young & Rubicam.

Central council: chairman, Henry H. Haupt, Batten, Barton, Durstine & Osborn; vice-chairman, A. H. Fensholt, The Fensholt Co.; secretary-treasurer, Rolland Taylor, Foote, Cone & Belding. Governors: John F. Davis, Griswold-Eshleman Co.; Oakleigh R. French, Oakleigh R. French & Associates; John F. Whedon, Young & Rubicam; George Reeves, J. Walter Thompson Co.; John M. Willem, Leo Burnett Co.; and Holman Faust, Schwimmer & Scott.

Pacific council: chairman, George Weber, Mac Wilkins, Cole & Weber; vice-chairman, L. C. Cole, L. C. Cole Co.; secretary-

treasurer, Merle W. Manly, Botsford, Constantine & Gardner. Governors: Barton A. Stebbins, Barton A. Stebbins Advertising Agency, and H. O. Nelson, Ruthrauff & Ryan.

#### Worthington Ups Reynell

Carleton Reynell, former general manager of purchases and traffic for Worthington Pump & Machinery Corp., Harrison, N. J., has been appointed general representative of the sales and purchasing departments. He joined Worthington in 1930 as general purchasing agent.

#### Travis Wells Changes Jobs

Travis Wells is now a copy executive with Griswold-Eshleman Co., Cleveland. Before joining Griswold-Eshleman, he was associated with Lord & Taylor and Batten, Barton, Durstine & Osborn and operated his own agency in Los Angeles.

#### Cahill Goes to WNBQ

Richard G. Cahill, former executive assistant at the Armour Research Foundation, has joined the sales staff of NBC's Chicago TV outlet, WNBQ. Prior to his Armour post, Mr. Cahill was in sales promotion with several Chicago hotels.

#### Agency Changes Name

Yolen, Ross & Salzman, public relations, has changed its name to Hal Salzman Inc. Offices are at 2 W. 46th St., New York.

## The Eye and Ear Department

The head of Young & Rubicam's television division recently announced that the future of TV lay in film presentations. And maybe it does. But certainly not its present.

The new "Alan Young Show" for Esso (CBS, Thursday nights at nine) features excellent writing and direction, the superb comic talents of Alan Young and a more than adequate supporting cast. But it suffers horribly from being on film. Looking at it, one can understand why the West Coast howls about getting mostly kinescoped shows. (And the West Coast boasts the world's film capital!)

Film on television is still as unpleasant as film on your teeth. It results in a dingy show. As a viewer, you get the impression of being, not one step removed from reality, but two. Even a comedian with such mighty talents as Young seems to come across in only one plane.

And this is sad. Because the Young material is far above the TV average. The opening show, for example, had an airliner scene in it, in which Young proves a most disturbing passenger, unwittingly annoying the man in the seat next to him. This particular scene deserves to be ranked with the wonderful Cliff Norton take-off on the dentist's office (on "Garroway At Large") and Frankie Fontaine's sweepstake winner. But it would have been even funnier if done live.

Young did another hilarious sequence as a British soldier, caught with another British soldier in a bombed-out town. A delayed-action bomb falls between them, and they hold a typically British unconcerned conversation while the timing mechanism ticks away. When the ticking stops, they start a letter to the War Ministry, reporting a defective block buster. With the show on film, the block buster could burst in the middle of their dictation, and they could be shown immediately afterwards, with the smoke clearing away, in only partial clothing. But since it was obviously on film, it seemed so unreal that the gag lost all impact.

Maybe if, as Young & Rubicam's television head predicts, all TV shows will eventually be on film, the audience will become accustomed to filmed shows. But the fact remains that the West Coast, which hasn't had much else according to all reports, is still howling.



The photographer catches Alan Young using the cap of a TV camera lens for a gag. The new "Alan Young Show" is seen on CBS-TV Thursdays at 9 p.m.

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BANNER-FLYING  
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SKY-BROADCASTING

**AMERICAN SKY ADVERTISING CO.**  
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CHICAGO 1, ILLINOIS 234 EAST 38TH ST.  
PHONE 572-7487 MURRAY HILL 7-6477



## Advertising is like a Relay Race

A finely printed advertisement . . . in the magazines or direct mail . . .

is the creation of several teams of specialists: the account man and writer, the art director and artist, the production man, the photoengraver, the electrotyper and the letterpress printer.

A winning result depends upon perfect team-play all along the line. Team-play implies co-ordinated responsibility. The thirty-two members of the Chicago Photoengravers Association, employing nine hundred and seventy-six craftsmen, work together as a team to

maintain high standards of craftsmanship, to train young engraving craftsmen, and to assure fair trade practices. This sense of responsibility is expressed in the quality of their work and service, and explains why they produce the majority of the fine engravings made in Chicago.



**CHICAGO PHOTOENGRAVERS ASSOCIATION**

BOARD OF TRADE BUILDING • CHICAGO

FOR FAITHFUL, FORCEFUL REPRODUCTION . . . USE LETTERPRESS

### Furrier Celebrates 7,000th Broadcast

BOSTON—Kussell Furriers marked sponsorship of its 7,000th broadcast over Station WEEI here recently. The company has sponsored the Caroline Cabot Shopping Service for almost 25 years, and to celebrate the occasion, William Kussell, head of the company, presented Miss Cabot with a baum martin stole—and a contract doubling Kussell's participation.

All of Kussell's ad budget is concentrated on this one program. The company switched from newspapers and direct mail 25 years ago, when it felt it could not use as much newspaper space as some of its larger competitors.

### Rogge New Westinghouse Head

Herbert H. Rogge, a veteran of 28 years with Westinghouse, has been elected president and chief executive officer of the Canadian Westinghouse Co., Hamilton, Ont. Harold A. Cooch, former president, has been elected chairman to succeed John R. Read, retiring after 50 years with the company.

### Ellis Has Larger Office

Ellis Advertising Agency has moved to larger quarters in the Erlanger Theater Bldg., Buffalo, N. Y. The larger office will house a new publicity and promotion department, headed by Jo Williams. Bill Herman has joined the art staff as cartoonist.

### WLW-T Appoints Dahlman

Donald L. Dahlman, former advertising manager of the Adler Co., hosiery manufacturer, has joined the sales staff of Station WLW-T, Cincinnati. Mr. Dahlman's background includes work with the Grandpa Soap Co., and the U. S. Botling Co.

### Brumberger Appoints Kameny

Seymour Kameny Associates, New York, has been appointed to handle the advertising of Brumberger Co., Brooklyn. A campaign in the photographic field will include magazines, newspapers, direct mail and point of purchase material. The agency also has announced its appointment by the S. B. Mfg. Co., Brooklyn.

### How PIONEER Qualatex Floating Billboards Can Sell MORE Of Your Products



Selling oranges or Edams, sausages or salami? Then your product is a natural for selective sales stimulation with "Floating Billboards". Made to look like your product! Or we can print pictures of your product, trademark, slogan—on any "Floating Billboard" you specify.

Enclose them as premiums, use them in self-liquidation box-top deals, boost sales where you need 'em. "Floating Billboards" pay their way—and more! Printed in fadeless, crackless pigments. Our Ad Service Department will give you ideas, samples, imprint information. Write today to The Pioneer Rubber Company, 106 Tiffin Road, Willard, Ohio.

**BALLOON YOUR SALES WITH PIONEER QUALATEX FLOATING BILLBOARDS**



# Lever Bros. Chooses 3 Top Merchandisers

(Continued from Page 1)

ground. His election has also raised the question whether there is now a financial tie-up between Lehman Bros. and Lever Bros. There is none whatever, Mr. Hancock declared flatly to AA.

He pointed out that Lever Bros. Co. is privately held by the British parent company, that the Dutch branch of the parent organization supervises foreign operations, and that there are no American financial interests in the company.

The new management, said Mr. Hancock, is not yet ready to talk about the policies it will pursue.

"We will do what the situation dictates," he declared, "and let the results speak for themselves."

■ A Lever part-timer, Mr. Hancock presumably has been brought in as a "watchdog." His career gives considerable weight to such speculation.

Throughout his long service with Lehman Bros., his chief task has been that of business management. He joined the banking house shortly after World War I. Previously he had been a high school principal and a Navy man; from 1914 to 1919 he was a commander in the Navy supply corps.

His first Lehman assignment was to put the Jewel Tea Co. on its feet. Jewel, in none too good shape when he got there, was chalking up annual deficits of \$2,000,000; its staff's morale was at low ebb; its merchandising methods needed wholesale revision. Mr. Hancock, with his Lehman connection, found it relatively simple to get the financing necessary for Jewel's revival. But his big job was management.

■ He went deeply into the sales promotion end, patched up rifts, started contests among the salesmen and a profit-sharing plan. At one point he threatened to cut off those responsible for the intramural feuding if they didn't mend their ways. But he reorganized—even revolutionized—the company's operations without finding it necessary to fire anyone.

When Mr. Hancock went to Jewel, its common stock was listed at \$3. By the time he had put in his work, the stock rose to \$179, then was split five for one. Pre-Hancock, the company was in arrears on preferred stock. Under his management, preferred dividends were paid in full and the stock was retired.

■ In 1924, Hancock left Jewel as president but remained as board chairman until 1942. He was re-elected chairman in 1948 and continues to hold the post.

His ability as a management executive established, Hancock was called on for other tasks and he is credited with major achievements at Kroger Co., S. H. Kress Co. and other companies.

At one time, Julius Rosenwald offered him the presidency of Sears, Roebuck & Co., Hancock to write his own ticket. He turned it down and accepted instead a partnership in Lehman Bros., the first one ever given outside the Lehman family. And his assignment continued to be business management.

■ Now 67, Mr. Hancock holds directorships in more than a score of leading corporations, including Jewel, Kroger and Kress, American Export Lines, American Stores, Bond Stores, Brunswick-Balke-Collender, Florsheim Shoe, W. T. Grant Co., International Silver, John Hancock Mutual Life

Insurance Co. (the name is a coincidence), Kimberly-Clark, and others. A long-time friend and associate of Bernard Baruch, he served with the latter in a survey of the rubber industry, and on the United Nations Atomic Energy Commission, as well as in numerous other public enterprises.

Since 1946, Mr. Hancock has been chairman of the board of the American Management Association.

■ Jervis J. Eabb, who will take over within 60 days as executive head of Lever's U.S. operations, will bring to his job a wide knowledge of marketing and advertising.

He started his business career in the merchandising department of General Electric Co., where he spent two years. In 1931, he joined Standard Oil Co. of Indiana, where he was manager of sales research and later manager of retail sales.

Just before the war he was associated with Booz, Allen & Hamilton, management consultant, as an account manager specializing in organization matters, and worked on the reorganization of the Navy Department. In 1941 he became vice-president and general manager of Booth Fisheries Corp., Chicago.

In 1944, S. C. Johnson brought in Booz, Allen & Hamilton to completely reorganize the company. The consulting firm divided Johnson's operations into four units: Sales, production, finance, and chemical research and development. Each unit was headed by a vice-president, and Booz, Allen & Hamilton recommended that their one-time associate, Babb, be installed as executive vice-president in charge of all four. He is resigning this post to take the Lever presidency.

■ Babb, a Harvard Business School graduate, who also worked in the school's marketing department collecting case data from business executives, gave Johnson's the approved Harvard treatment. He worked out a definite organizational structure, and issued a three-inch thick organization manual, which outlined every job and function in the company. He also set up a salary and wage evaluation plan and liberalized Johnson's long-standing profit-sharing program.

Since Babb joined the company in 1944, conservative estimates show Johnson's sales have risen from around \$10,000,000 to about \$25,000,000 per year.

A feature of Babb's reorganization of Johnson was that all changes were effected without firing a single employee—duplicating the feat of Lever Bros.' new board chairman, John M. Hancock, when he reorganized Jewel Tea Co. after World War I. Some of the severest criticism leveled at Luckman when he headed Lever Bros. stemmed from his head-losing policies—particularly the wholesale firings that accompanied the company's move to New York.

■ It is interesting to note that George Fry, formerly associated with what was then Booz, Fry, Allen & Hamilton, and a man who knows Babb very well, screened all Lever Bros. personnel for Luckman and recommended which employees should be kept and which should be let go.

Another sidelight on the naming of both Babb and Hancock by Lever Bros. is that Lehman Bros. reportedly has been discussing financial matters with the Johnson Co. The talks deal with ways and means for tightly-controlled John-



OPEN QUARTERS—Bill Clark of Hamilton Advertising Agency and president of the Artists Guild of Chicago, shakes hands with Phil Lord, president of the Actors Club of Chicago, as the artists' group opens new clubrooms in the St. Clair Hotel. Looking on are (left) Taylor Poore, clubhouse chairman for the Artists Guild, and R. Sidney Dickens, industrial designer who designed the clubrooms. Visiting artists and art buyers are invited to use the clubrooms as their headquarters when in Chicago.

son (only two owners) to avoid paying a whopping inheritance tax in the event that one or both of the owners die.

People who know both Babb and Luckman say there is a striking similarity in the way both talk about "cooperation on a company's executive team." The only difference, some claim, is that Babb actually is very skilled at delegating executive responsibility and getting his top men to work as a team, while Luckman failed to practice what he preached.

■ Mr. Lunding, chairman of the executive committee of Lever Bros.' board, will continue as president of Jewel Tea Co., a position he has held since 1942. He is also chairman of the Federal Reserve Bank of Chicago and president of the Economic Club of Chicago.

Lunding, like Charles Luckman, reached the top at an early age. While Luckman was 40 when he was placed at the head of Lever Bros., Lunding reached the top at Jewel Tea when he was just 36. In contrast to Luckman, however, Lunding is a mild-mannered individual who is little known outside the business world, although he is active in both business and civic affairs.

After obtaining a law degree from George Washington University, Washington, Mr. Lunding worked in the research department of the U. S. Chamber of Commerce for two years and for a short time was an attorney for the Federal Trade Commission. As a brilliant young attorney he is said to have attracted the attention of Hancock, who brought him to Jewel as legal counsel.

■ Lunding's interest in merchandising led to the job of merchandising manager at Jewel. At the time Jewel's stores were not doing too well, and Lunding set out to find where the trouble lay. He went to Jewel stores, asked housewives what they wanted, and made changes based on their replies.

It is said that Lunding was considered for the presidency of Lever after Luckman's abrupt resignation last January, but this course was rejected because it would have necessitated his resignation from Jewel and transfer to New York. As a director and chairman of the executive committee he can remain as president of Jewel and still take an active role in the Lever management.

■ Lunding, like the other two members of Lever's new team, has earned a reputation for his able handling of personnel and his ability to promote teamwork. These will be important assets when the three tackle the job of rebuilding Lever's top management ranks, which were depleted by dismissals and resignations before and after Luckman's resignation.

As Jewel Tea president, Lunding last year drew \$50,600 as salary, plus a bonus of \$141,204. In

addition, a contribution of \$23,800 was placed into a retirement fund assuring him of an annual pension of \$11,944. Salaries for Babb and Hancock last year were not reported. Whether Mr. Babb's salary as Lever president will be more or less than Luckman's reported \$300,000 per year has not been announced.

■ Most of the other members of the new Lever board have had long careers with the company. Burkhart joined it in 1939 as a production executive, after being associated at different times with Procter & Gamble Co., Gold Dust Corp. and Hecker Products Corp. Heyworth, with the parent company since 1910, has served as chairman of several of its overseas subsidiaries. He has been one of the company's contact directors for overseas operations since 1944, and has been a member of the three-man executive board directing the U. S. company since Luckman's resignation.

■ Massey, who for many weeks had been rumored as the successor to Luckman, joined Lever in Canada in 1927 as assistant advertising manager. Subsequently he became assistant to the president, sales manager, sales director and president of the Canadian branch. He is also president of Birds Eye Foods of Canada Ltd., Pepsodent Co. of Canada Ltd., Harriet Hubbard Ayer Inc. of Canada, and a director of Thomas J. Lipton Ltd.

Smallwood, also a subject of presidential gossip, became president and board chairman of the Lipton company here in 1938, after two years as general sales manager of the Borden Co. He also became president of Lipton's Canadian operations in 1938 and a year later, president of an affiliate, Continental Foods Inc. He is president of the Tea Association of the U. S. and of the Tea Council.

Watermilder has been administrative vice-president of Lever Bros. Co. since September of last year. Previously he had held various executive posts with Northern Trust Co., Chicago, and Quaker Oats Co.

## Turner Hall Corp. Names T. W. Keller as Ad Manager

Turner Hall Corp., New York, manufacturer of beauty preparations, has appointed T. W. Keller, previously with Harry B. Cohen Advertising Co., as vice-president and advertising manager.

Mr. Keller will be responsible for advertising of the regular Turner Hall line and for the promotion of new products.

## Two Appoint Aves Agency

Wesley Aves & Associates, Grand Rapids, Mich., has been named to direct the advertising of Robbins Flooring Co., Ishpeming, Mich., manufacturer of hardwood flooring, and H. H. Cutler Co., Grand Rapids, manufacturer of Cutler's Cuvver-ups—plastic aprons, rainwear, baby pants and other plastic film products.

# ABP Reelects All Officers At Annual Meeting

(Continued from Page 1)

O. Wynkoop, McGraw-Hill Publishing Co., treasurer, and Thomas B. Haire, Haire Publishing Co., secretary. A vacancy on the board was filled by the election of a representative of the Pacific Coast, E. P. Hoener, Timberman, Portland, Ore.

■ In his address reviewing his work since becoming the chief executive of the ABP five months ago, President Beard expressed confidence in the future growth and usefulness of the association. He said that not only publishers but advertisers and agencies want a strong association, and that ABP is recognized as representing the business publishing industry as a whole.

The meeting was largely of a clinic or workshop type, with special group meetings for editors, advertising managers, advertising salesmen, circulation managers, production men and cost analysts, following the successful pattern established at a conference in New York last fall. The success of this type of meeting indicated that it will be continued, with perhaps two conferences a year.

William Hunter, Haire Publishing Co., was chairman of the circulation clinic; S. R. Bernstein, Advertising Age, editors; E. S. Klappenbach, Oil & Gas Journal, advertising salesmen; Robert E. Kenyon Jr., Printers' Ink, advertising managers; N. O. Wynkoop, McGraw-Hill, cost control and methods; Dwight Monaco, McGraw-Hill, and Lyman Forbes, Standard Rate & Data Service, production.

■ George Shutt, Architectural Forum, who reported for the agency relations committee, quoted McGraw-Hill figures to indicate that 1949 business paper advertising volume was \$215,000,000, represented by 700,000 pages of advertising. Business publishing is now big business, he emphasized.

J. A. Gerardi, vice-president and treasurer, McGraw-Hill Publishing Co., and chairman of the legislation committee of the association, reported on the postal rate situation, and indicated a belief that some compromise may be worked out which would spread a moderate increase over several years. Hearings of the Senate committee were in progress at the time of his report. (Story on Page 72.)

■ John T. Ogden, Ogden Publishing Co., suggested expanding the services of ABP to include advice on costs and methods for the special benefit of small publishers, whose problems, he pointed out, differ materially from those of larger houses.

Larry Kunstler, Haire Publishing Co., the new chairman of the merchandising papers group, reported the success of the advertising competition for companies in this field, recently concluded with announcement of awards, and plans for setting up a Chicago committee representing this group.

Julien Elfenbein, Haire Publishing Co., president of the National Conference of Business Paper Editors, sponsored by the ABP, urged publishers to give their editors more support in the work of the conference. He reported that a new book on business paper publishing practices, based on courses on this subject at New York University and Northwestern, will be published this year by Harper & Bros.

### Wanted: Current, Up-to-Date Market Data for AA Readers

The third annual Market Data Section of *ADVERTISING AGE* will appear in the May 29 issue. The idea is to bring together, in one place, all possible market data issued by advertising media, trade associations, and others.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, approximately 800 separate pieces of market data were listed in the section, and readers of *ADVERTISING AGE* sent in requests for almost 22,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1949, will be accepted.

2. It must contain market facts. Booklets or brochures which contain media data only will not be listed.

3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.

4. It must be received prior to May 12, 1950.

Actual copies of the material to be listed should be sent to Market Data Editor, *ADVERTISING AGE*, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

#### Monsanto Appoints Hatch

Lester D. Hatch has been named to the sales development department of the Merrimac division of Monsanto Chemical Co., St. Louis.

#### Appoints Willsted Agency

Manchester Knitted Fashions, Manchester, N. H., has named Willsted & Shacter, New York, to handle the advertising in national magazines and business papers. Thomas & Delahanty formerly serviced the account.

#### Waters Gets Flower Account

Norman D. Waters & Associates, New York, has been named by Astor Flower Co., New York, to direct the advertising in business papers and a fall campaign in consumer magazines. The company is a new advertiser.

**\$150. FOR 1 MINUTE TV FILM COMMERCIAL**

**TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS**

**FILMACK**

1335 S. Wabash Ave., Chicago 5, Ill.

## 'Build More New Plants,' CofC's Steinkraus Says

WASHINGTON—Members of the U. S. Chamber of Commerce, holding their 38th annual meeting here last week, were told that continued business expansion is one of the chief problems facing the U. S.

Chamber President Herman W. Steinkraus declared in his keynote address that industry and business must be encouraged to invest "about \$6 billion a year" for sufficient new facilities to provide work for an estimated 600,000 persons joining the working force annually.

Warning that the "wellsprings of venture capital" have been held back by high taxes and other discouragements, he hoped for a "change of attitude which would insist on steps which will encourage more people to go in business for themselves, with the incentive of profit being the driving force."

■ Later, Secretary of Commerce Charles Sawyer, and former Republican presidential hopeful Harold Stassen both told the convention that business must act to explain itself to the public.

Mr. Stassen said that "the most important single informational job that needs to be done in America is to develop a better understanding by the American workmen of the modern capitalistic economic system of which they are a part.

"Workers need to be informed," he continued, "that the owners and managers of American business get much less per dollar of production for profits and for salaries, than the comparable cost of any socialistic governmental system in government salaries and taxes."

■ The Commerce Secretary told a dinner session that "diverse business groups should cooperate in the job of selling American business to the American people.

"What we need," he said, "is coordinated, unified, integrated effort on the part of American business, represented by a variety of trade associations, chambers of commerce and other powerful business groups, in order to see that the proper influence of business is felt throughout the country, in Washington, in the state capitals and everywhere else."

Warning that "the sale has yet to be closed," he volunteered: "I regard this as one of the most important things which can be done by business, and I want to say to you as Secretary of Commerce, that I shall undertake in every way to promote and help and foster such a move."

■ Arthur H. Motley, publisher of *Parade*, told a luncheon session that management's attitude toward distribution will be one of the critical phases of American industrial expansion.

He argued that business leadership must increase the proportion of its expenditures for distribution in order to permit the movement of goods to catch up with increased production. And he estimated that 65,000,000 jobs in a \$300 billion economy would be possible within the next five years.

#### Wander Co. Expands

Wander Co., Chicago, through Grant Advertising, has added 14 kinescope-serviced cities to its network for the "Howdy Doody Show." Ovaltine sponsors the NBC-TV kid show on Fridays on 27 interconnected stations.



TEXAS ART WINS—Charles Gruen, art director of Neiman-Marcus, Dallas specialty store, won a gold medal in the New York Art Directors' show for outstanding design of complete newspaper advertisement. This world trade ad was among the selection of Neiman-Marcus ads that ran in Dallas newspapers during 1949.

#### GENEROSO POPE

NEW YORK—Generoso Pope, 59, owner and publisher of the Italian language newspaper, *Il Progresso*, and president of Atlantic Broadcasting Co., which operates foreign language Station WHOM, died April 28.

Born in Italy, he came to America at the age of 12 and worked at odd jobs. At 15 he was a foreman of a gang of workers for a sand company. A few years later he became superintendent of the Colonial Sand & Stone Co.

Mr. Pope bought *Il Progresso* in 1928 "to hold together the Italian colony in the United States." Before 1941, Mr. Pope, who had received a decoration from Mussolini, was regarded as a supporter of fascism. But when President Roosevelt declared a state of unlimited emergency in that year, Mr. Pope repudiated fascism in an *Il Progresso* editorial and took his stand with the United States. In 1946 he bought WHOM, and in

1948 originated the letters-from-America campaign which was credited with helping to stem the communist tide in the Italian elections of that year.

#### CHARLES G. MULLEN

TAMPA—Charles G. Mullen, 64, president and publisher of the *Florida Grower Press* and vice-president of Gulf Life Insurance Co., died here on April 21.

Mr. Mullen started his newspaper career at the age of 17 as a reporter for the *Observer*, Charlotte, N. C. He was later manager of the *Gazette*, Charleston, W. Va., and in 1914 opened an advertising agency in Chicago.

Mr. Mullen came to the *Times* here as business manager in 1916, and was vice-president in 1932 when he resigned to take active charge of *Florida Grower Press*, which he had purchased in 1925. In 1924 he founded the *Ledger*, Lakeland, Fla., and was president of the paper until he sold it in 1927.

Industrial City Bank

**BANK** On Worcester as an Active, Prosperous Market

Current Federal Reserve Bank figures carry further proof that Worcester is buzzing with business activity. Worcester's bank debits in March 1950, rose to \$149,767,000, almost \$6,000,000 greater than in March of 1949. Nor is this an isolated increase. Bank debits for the first three months of 1950 rose to \$412,979,000, compared with \$407,479,000 for the same period in 1949.

Keep the sales of your product on a similar high level in this prosperous Central New England Market through consistent advertising in the newspapers that blanket the area, the Worcester Telegram-Gazette, Daily circulation in excess of 140,000. Sunday over 100,000.

**The TELEGRAM-GAZETTE**  
WORCESTER, MASSACHUSETTS  
GEORGE F. BOOTH PUBLISHER  
MOLONEY, REGAN & SCHMITT, INC., NATIONAL REPRESENTATIVES  
OWNERS of RADIO STATION WTAG



### DAY and NIGHT

ZINC Agency Service COPPER

712 FEDERAL ST., CHICAGO • WAbash 2-8816

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# Private Lines

The name of Alfred B. Stanford of Essex, Conn., vice-president of the *New York Herald Tribune*, has been proposed as a possible candidate for governor on the Republican ticket in Connecticut.

Stanford's name was put forward by Maurice Hanson of Greenwich, Conn., vice-president of J. Walter Thompson Co., at a recent meeting of 65 Republicans in Hartford. Hanson told the meeting that Mr. Stanford, former head of the Bureau of Advertising of the American Newspaper Publishers Association, "would be available if the proper address were made to him."

The National Federation of Fishmongers in Britain has voted to begin a collective promotion to boost consumption of fish in the British Isles. Retailers and wholesalers each will contribute a penny on each 12½ kg. of fish sold. The levy would produce a total of more than \$400,000.

The budget will be used to prepare publicity material, sponsor a newspaper and outdoor campaign and work up "informational" radio and TV programming on the merits of fish in the British diet. The plan must still be approved by other organizations in the fish business.

Most of the contestants in essay contests seem to be girls. The Advertising Federation of America's recent national essay contest was won by a Chicago high school student of the gentler, essay-writing sex. Now International Printing Ink has announced winners of its 14th annual IPI essay contest, and results show: First, second and third prizes won by girls, and of the 25 runners-up, 17 were girls. (National Graphics Arts Education Association sponsors the IPI competition.)

Colgate and others who are plugging the brush-your-teeth-after-meals theme are getting unusual support from the American Dental Association. The dental group gets out a clippingsheet of dental health articles, and its current issue features a story, based on research of Dr. Leonard S. Fosdick of Northwestern University, assert-

ing that brushing after meals cuts cavities 50% to 60%.

Although frozen citrus juices have cut a wide swath, they apparently haven't hurt other juices too much. For example, trade sources report that canners' shipments of tomato juice were up 12% for the nine months ending April 1 this year, and that March witnessed the largest consumer movement of all time in this commodity.

### Joins Brisacher, Wheeler

Irving Lehrer, who formerly headed his own public relations organization in New York, has been named director of public relations and sales promotion of Brisacher, Wheeler & Staff, San Francisco. He also will work with the New York and Los Angeles branches of the agency.

### FOREST B. WILSON

TAMPA—Forest B. Wilson, 61, vice-president in charge of sales and advertising for Thompson & Co. here, died on April 30 after suffering a stroke.

Mr. Wilson entered the publishing business many years ago when he purchased controlling interest in a Missouri chain of one daily and three weekly newspapers. Later he was associated with Loftis Bros., Chicago, mail order and chain store jeweler. He is credited by colleagues with developing many direct mail techniques used in mass mail sales today.

Among other things, Mr. Wilson had owned an advertising agency in Nashville; edited *Radio News*, and owned "Tennessee Industry," a magazine devoted to economic development of the state.

### CAROLYN TURNER

NEW YORK—Miss Carolyn Turner, 46, senior time buyer for radio and television for Young &

Rubicam, died April 29 after a long illness.

Born in Philadelphia, she had been with the agency for eight years, beginning as a secretary.

### J. W. LEDFORD

CINCINNATI—John W. Ledford, 52, advertising salesman for the Opinion Publishing Co. here, was killed April 28 in a head-on collision between his automobile and a truck near Georgetown, Ky.

### CHARLES W. COOK

PHILADELPHIA—Charles W. Cook, 29, head of the art department for Station WFIL-TV here, died on April 27 at Naval Hospital.

### NELSON MURPHY

BUFFALO—Nelson I. Murphy, former advertising manager for the *Catholic Union & Times* here, died April 30 in San Jose, Cal. Prior to joining the *Catholic Union & Times*, he was an advertising salesman for the *Buffalo Times* for about 12 years.

### Columbia Radio Sales Reassigns Personnel

Herbert A. Carlborg, eastern sales manager of the AM section of Radio Sales, the station representative division of CBS, New York, has been appointed manager of sales development for AM and TV. Thomas Dawson, Radio Sales account executive, succeeds him as eastern sales manager.

Fred J. Mahlstedt, currently manager of research and promotion for the division, also has been given a new title—general service manager.

### Tea Bureau Appoints Brant

Gerry Brant has been named promotion director of the Tea Bureau Inc., New York. Prior to joining the bureau four months ago, Mr. Brant was director of advertising of the National Association of Manufacturers.

### Dahlman Joins WLW-T

Donald L. Dahlman, formerly advertising manager of Adler Co., Cincinnati, has joined the sales staff of WLW-T, Cincinnati.

## The Washington Post

# Sawyer, Ferguson, Walker Announced As Washington Post Representatives

### New York, Chicago, Detroit, Philadelphia and Atlanta Offices



Appointment Effective May 1, 1950

### George D. Close Inc. Is Representative On West Coast



Close

### Hal Winter Co. Handles Florida Resort Accounts



Winter

### Canter Advertising Agency North of Miami

### Post Is Member Of Metro Group Color Comics

## MEDICAL COPY BY A PHYSICIAN

Medical copy has selling punch when written by a physician who fully understands the value of your product. Knowledge of FDA, FTC and commercial requirements. Since 1921, I have specialized in writing medical ads and radio commercials. Packaged radio and television programs dealing with health.

Folder mailed on request.

FREDERIC DAMRAU, M.D.

MEDICAL COPY WITH A PUNCH

247 Park Ave., New York 17  
Plaza 5-3638-39

### Merrill Lynch Ad Runs in 'Time,' Newspapers

A three-page ad in *Time's* May 8 issue by Merrill Lynch, Pierce, Fenner & Beane to explain the stock and bond business is "the first three-page advertisement ever run in a national magazine by a member of the New York Stock Exchange," *Time* announced in a full page in the *Wall Street Journal* Thursday.

The ad first appeared in the

*New York Times* in 1948 and is being run at intervals in 100 cities where the brokerage house has branches. It ran in papers in 35 cities last week. Albert Frank-Guenther Law is the agency.

### KGLN to Begin Operation

Station KGLN, Glenwood Springs, Colo., is scheduled to begin broadcasting early this month. The 250-watt station will operate on a frequency of 1340 kilocycles.

## Publishers Cite Dangers of 2nd Class Rate Rise

WASHINGTON—Newspaper and magazine publishers warned the Senate post office committee last week that increases in second class postage rates would provide too little new revenue to justify the dangers involved.

Committee members were told that a sharp rate increase would injure postal revenues by destroying large numbers of small publications, and by driving large publications out of the mail.

They were also warned that anything which increases advertising costs at this time would hamper the distribution of goods and endanger national prosperity.

A. L. Cole, general manager of *Reader's Digest*, speaking for the National Association of Magazine Publishers, said the House bill, designed to raise \$15,000,000, would probably produce less than \$6,000,000 because of exemptions, loss of volume and lost income tax revenue.

Pointing out that even \$15,000,000 would be only 3% of the postal deficit, he asked: "Is the very small effect that the increase in second class rates will have on the postal deficit a justification for what may prove to be a serious curtailment of the effectiveness of magazines and newspapers as a means of informing and unifying the public on the serious problems of the day?"

Walter Fuller, chairman of Curtis Publishing Co., said any sizable increase in second class rates would drive large publications—currently the source of a third of second class revenue—into privately controlled subscription and distribution systems.

Challenging a statement made by Postmaster General Donaldson last week, he said these private services are practical, and that the systems under which 12 publications are currently being distributed in South Bend and Columbus on an experimental basis, lost only \$3,000 during three months of testing. "If second class rates are increased, the area in which delivery by mail can be justified will shrink," he insisted.

Most of the score or more witnesses appearing during the two days on second class rates, called for creation of a selected commission to examine postal operations. Frank Daniels, vice-chairman of the postal committee of ANPA, urged that the Post Office have a "free hand in managing its own affairs." He pointed to such problems as political pressure, which result in "marble palaces" in "100% real estate locations" instead of "factory buildings convenient to railroad terminals."

Most dynamic of those calling for a postal overhaul was Thomas A. Beck, chairman of Crowell-Collier, who contended: "Our Post Office Department is antiquated, wasteful of men's time and energy and wholly inefficient by today's standards."

Warning to his theme, he snorted: "Now it is proposed to make publishers pay for a large part of the huge deficit which is really caused by the necessity of paying current wage scales to men who have to work by walking with loads on their backs as in China and India... In industry, machines increase production through speed and men use their heads instead of their feet."

He was unshaken in his opposition to any rate increase until an investigation is made, but most

## Thompson Will Not Seek Reelection to Audit Bureau Posts

CHICAGO—Philip L. Thomson, president and chairman of the board of directors of the Audit Bureau of Circulations for the past 23 years, last week announced that he will not be a candidate for reelection at the annual meeting in October.



P. L. Thomson

Mr. Thomson became a member of the board of directors in 1925, while director of public relations of the Western Electric Co.

He had joined Western Electric as a voucher clerk in 1903; became manager of the Pittsburgh distributing house in 1905, and advertising manager at the Western Electric New York headquarters in 1911.

Mr. Thomson is credited with first conceiving of institutional advertising as a forum for manufacturers to present aims of industry to the public, as well as utilizing the silent screen and later sound movies as effective advertising and educational tools. He was one of the first to achieve high office in the sphere of corporate public relations, and retired from Western Electric on April 1, 1944.

He was president of the Association of National Advertisers in 1923 and 1924 and also has been active in the Advertising Federation of America.

witnesses conceded the possibility of an increase. NAMP said the increase, if any, should be a simple percentage increase on present charges, without distorting the rate structure. The association said a piece rate, long sought by the department, should be instituted in order to obtain revenue from leaflets and similar material which passes at extremely low rates.

Amory Bradford, assistant to the publisher of the *New York Times*, considered 10% a "fair compromise." Under questioning, Mr. Fuller and Dudley White, of Inland Press Association, yielded 10% for two successive years. David Frederick, general manager of *Harper's Magazine*, said members of the "emergency committee of small and medium sized publishers" felt 25%—spread over three or four years—represents the maximum amount the industry could bear.

NAMP said Peat, Marwick & Mitchell had surveyed leading magazines, and found 1949 profit margins "much less than can be regarded as reasonable or safe."

The average for the group was only 4.01%, it said, and at least 25% appeared to have lost money. Under the proposed postal rates the margin would have been only 3.2% and many more would have been in the red.

The committee also received a study of 130 publications made by J. K. Lasser & Co. for the emergency committee of small and medium size magazines. According to this report, one out of three operated in the red in 1949, four out of 10 earned less than \$20,000.

### Promotes Pernot, Thompson

Lloyd Pernot, service director of Four Wheel Drive Auto Co., Clintonville, Wis., has been appointed manager of national accounts. John Thompson, formerly specialized markets manager, has been named to succeed Mr. Pernot as director of the service division.

## 'True' Circulation Tops 1,500,000; Ad Rates Up in 1951

NEW YORK—Effective with the January, 1951, issue, the circulation guarantee of *True*, a Fawcett publication, will be increased from 1,200,000 to 1,500,000, and the base page rate on advertising will be increased from the present \$3,300 (or \$2.75 per 1,000) to \$4,100 (or \$2.73 per 1,000) and other space unit rates will be increased proportionately.

There will be no change in quantity discounts of 10%, 12½% and 15% for advertisers using 12, 18 and 24 pages within 12 months, Clare Nelson, advertising manager, told AA.

"*True's* circulation for the first three months of this year," Mr. Nelson said, "averaged 1,618,510, as will be shown in the Audit Bureau of Circulations statement covering that period."

The magazine's distribution "is 78% newsstand circulation," Mr. Nelson said, adding that "there is no premium or forced circulation of any kind."

Circulation of the monthly men's magazine has grown from 440,000 in September, 1944, to its present figure, and in Mr. Nelson's opinion is indicative of a major trend in magazine publishing, namely, the "phenomenal growth of magazines in the men's field since the end of World War II."

Between 1941 and the end of 1948, he said, all magazines registered a circulation increase of about 40%. Men's magazines during the same period registered a circulation increase of 122%.

He thinks it is impossible to attribute this increase to any one thing. Improved editorial content has been a major factor, he admits, but so also has the different reading habits of men since the war. New market research, he believes, also has contributed a great deal to the growth of men's magazines.

## 'Sports Afield' Gives Big-Game Rifles to Wasey Keglers

NEW YORK—At a special luncheon today (May 8), *Sports Afield* will honor the captains of the 16 teams in the advertising agencies bowling league, and will present big-game rifles to the members of the season's top team, representing Erwin, Wasey & Co. D. N. Laux, publisher of the publication, will introduce Roger Kenna, president of Marlin Fire Arms Co., who will make the presentation of the rifles on behalf of the magazine.

Among the agencies to be represented will be G. M. Basford Co.; Batten, Barton, Durstine & Osborn (two teams); Ted Bates & Co.; Compton Advertising Agency; Foote, Cone & Belding; Hanley, Hicks & Montgomery; McCann-Erickson (two teams); Outdoor Advertising Inc.; Owen & Chappell; Fletcher D. Richards Inc.; and J. Walter Thompson Co. (two teams).

### Ribbon Campaign To Open

Freydberg-Strauss, New York, manufacturer of tying ribbons, will start a test campaign in the *Chicago Daily News* and the *Chicago Herald American* this week in a cooperative hook-up with F. W. Woolworth to feature a new Bow-maker Spool and gift tying ribbons for Mother's Day. In quarter-page size, the ads are being placed by Lynn Baker Inc., New York, Woolworth agency.

### Advertising Producers Moves

Advertising Producers Association, Chicago, has moved its offices to 205 W. Wacker Dr.



Hold on... there's a simpler way! Try View-Master three dimension pictures for your difficult demonstration, selling and sampling problems. These amazing stereoscopic Kodachrome photographs enable you to show products, installations, services and manufacturing operations in true color and depth with dramatic "come to life" realism. View-Masters are proven "door openers", "attention holders", "sales clinchers". They require no darkroom or electric-

ity. Compact, easy to carry. Stereoscope and ten Reels weigh less than 9 oz. Each View-Master Reel holds seven different pictures in planned selling sequence. View-Master three dimension picture Reels are inexpensive to produce—effective to use. See for yourself!

**VIEW-MASTER**  
Stereoscopic Selling Pictures

HAVE YOUR SECRETARY MAIL THIS COUPON TODAY

SAWYER'S INC., Commercial Sales Dept.  
3543 N. Kenton Ave., Chicago 41, Illinois  
Without obligation, please furnish complete information about View-Master three dimension pictures for commercial use.

Company Name \_\_\_\_\_ (Product) \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
By \_\_\_\_\_ Position \_\_\_\_\_

**ENGRAVING 3 in 1 PRINTING**

**I LIFE LINE for your TIME**

You save precious hours on every production job with Faithorn 3-in-1 service. Finest Typography—master Platemaking and Printing—all centered in one convenient place for expert, co-ordinated all-inclusive production. Try Faithorn 3-in-1 production service—and know why so many busy advertising executives find it an always ready, always steady life line. Write—or telephone Whitehall 4-2300.

FAITHORN is the ONLY concern in Chicago that offers advertisers this COMPLETE SERVICE... a definite saving of TIME, TROUBLE and MONEY.

**FAITHORN CORPORATION**  
400 North Rush Street • Chicago  
Telephone Whitehall 4-2300

SPECIALISTS IN COLOR PROCESS PLATES

For Ad Sell

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## Four A's Lists Ad Codes Aiding Self-Regulation

NEW YORK—The American Association of Advertising Agencies and the Association of National Advertisers last week issued "Self-Regulation of Advertising," a compilation of existing advertising codes made by Verne Burnett for the two associations.

The guidebook, available from either association at \$3, is aimed at showing "the major facilities available now for self-regulation or voluntary censorship of advertising."

The Four A's and the ANA adopted a joint copy code in 1932, and in 1937 the Four A's set forth seven unfair practices to be avoided.

The code of the Newspaper Advertising Executives Association, adopted in 1914 and revised two years later, is discussed at some length, as is the work of the Magazine Copy Advisory Committee, a group set up in 1938. The latter committee has no specific, written standards to judge copy, but the 22 participating publishers try to avoid copy in bad taste, or having unfair competitive claims and false or misleading statements.

The book also reviews the work of various better business bureaus, associations and legal decisions. Also specifically covered in the "codes" listed are those of the Advertising Federation of America, Chamber of Commerce of the U. S., Curtis Publishing Co., Federal Trade Commission, National Association of Broadcasters, National Bureau of Standards, National Canners Association, Outdoor Advertising Association of America, Proprietary Association, and Television Broadcasters Association.

### FRANK A. TICHENOR

NEW YORK—Frank A. Tichenor, 69, editor and publisher of *Aero Digest*, died Thursday. He organized Aeronautical Digest Publishing Co. in 1922. At one time it published *Plumbing & Heating Journal*, *Spur* and several airplane publications.

### ALVIN E. NELSON

SAN FRANCISCO—Alvin E. Nelson, 58, former assistant vice-president of National Broadcasting Co., and since 1942 head of his own agency here, died of a heart attack Thursday.

### Harrison Agency Promotes Kennedy, Musler, Harrison

Lester Harrison Inc., New York, has appointed Charles H. Harrison, Cass Musler and Ambrose J. Kennedy as vice-presidents. Mr. Harrison has become executive secretary, but will continue with his regular duties as creative head.

Mr. Musler and Mr. Kennedy, account executive and art director, respectively, will also continue in their present capacities.

## Improved Services, New Project Planned at Farm Group Meet

CHICAGO—The boards of directors of the Agricultural Publishers Association and Farm Publication Reports Inc., lineage measuring and classifying service, met here last week and discussed plans for improving FPR services, and a new APA project. Details of the tentative plans were not disclosed, however.

The APA board heard a report on the increased number of agencies recommended by the APA. In 1944, 708 agencies were on the recommended list. Today 1,442 agencies are on the list. During the past six months, there have been 104 new recommendations and 35 withdrawals of recommendation, the board was told.

Most of the agencies dropped from the list were eliminated because of their failure to furnish information, although in several cases agencies went out of business or were involved in mergers.

Tom Hickey, advertising manager of the *Nebraska Farmer*, was elected secretary of Farm Publication Reports at the FPR meeting on Monday. Paul Limerick, account executive with Western Advertising Agency, Chicago, was elected to the membership executive committee.

Both Mr. Hickey and Mr. Limerick succeed John D. Gill of the Midwest Farm Paper Unit, who formerly held both positions. Mr. Gill continues as a member of the FPR board of directors, however.

## Cigaret Companies Bearish in Radio

NEW YORK—Cigaret companies are active in the cancellation division these days.

American Tobacco Co. (Batten, Barton, Durstine & Osborn) will discontinue the daily 15-minute strip, "Light Up Time" (NBC), at the end of the current cycle. This Dorothy Kirsten-Frankie Sinatra show started last fall in the spot formerly occupied by Chesterfield's "Supper Club." NBC is peddling the time.

Reduced to once-a-week attraction on radio and video last fall, the AM version of "Supper Club" (NBC) may be dropped after June 1. Cunningham & Walsh is the agency.

R. J. Reynolds Tobacco Co. (William Esty & Co.) is expected to drop the "Screen Guild Theater" after the broadcast of June 29.

### Staze Names Thompson

Staze Inc., New York, has appointed J. Walter Thompson Co., New York, to handle advertising for dental adhesives. The account was formerly serviced by Duane Jones Co.

### Shifts Western Office

*Newsweek* has moved the California sales office from 612 S. Flower St., Los Angeles, to 155 Montgomery St., San Francisco.

## Last Minute News Flashes

### P&G Uses Outdoor, 3 Other Media for Cheer

CINCINNATI—Procter & Gamble is using outdoor advertising, newspapers, comic magazines and radio to test Cheer as a detergent in the Kansas City and Syracuse sales districts. Young & Rubicam is handling the account.

### Schrader & Sons Shifts Account to Basford

NEW YORK—A. Schrader & Sons division of Scovill Mfg. Co., Brooklyn, has switched its account from John Falkner Arndt & Co., Philadelphia, to G. M. Basford Co. here.

### D-F-S Names Piotrowski Merchandising Chief

NEW YORK—Dancer-Fitzgerald-Sample has appointed Vic Piotrowski, with the Kroger Co. since 1933 and most recently grocery merchandiser for its Detroit branch, as vice-president in charge of the merchandising department.

### Miles Laboratories Takes Over NBC Time Slot

ELKHART, IND.—Miles Laboratories' half-hour Sunday afternoon show, "One Man's Family," will become a 15-minute, five-a-week program on June 5, pushing Tabcin and Bactine when it moves into the 7-7:15 p.m., EDT, slot on NBC, with a repeat broadcast at 11-11:15 p.m., CDT. The time segments now are occupied by the Lucky Strike "Light up Time" show, which leaves the air June 2. Wade Advertising Agency, Chicago, handles the Miles account.

### Bell & Howell to Break Drive for New Camera

CHICAGO—Bell & Howell Co. will introduce its new \$129.50 magazine-load, 8mm movie camera, the "172," through ads in the May 20 *Saturday Evening Post* and the *June Holiday*. The special summer campaign will continue through August, with copy ranging from half pages to spreads in *Holiday*, *National Geographic Magazine*, *The New Yorker*, *Parents' Magazine*, the *Post*, *Time* and six photography and home movie magazines. McCann-Erickson is the agency.

### Western Union Holds 'Exploratory' Agency Talks

NEW YORK—Western Union Telegraph Co. is conducting "exploratory" conversations with 10 or 12 advertising agencies, A. K. Mitchell, director of sales and services, told AA, "on the subject of advertising potentials and costs, in the event that WU should feel that circumstances warranted increased advertising." No decision is likely to be made in the near future on new advertising nor on any change of agencies, Mitchell emphasized. J. Walter Thompson Co. handles the account.

### 'Newsweek' to Test New Magazine in June

NEW YORK—*Newsweek* confirmed to AA that it will start testing reader acceptance of a new popular-price, personality-type magazine in June, but refuses to disclose name or details.

### American Molasses Co. Will Name New Agency

NEW YORK—American Molasses Co. will select a new agency by the end of this week, to replace McCann-Erickson. The company still is screening agencies.

### Duane Jones Gets Borden's Hemo, Chocolate

NEW YORK—The grocery products division of Borden Co. has switched from Young & Rubicam to Duane Jones Co., for advertising of Hemo and Borden's instant hot chocolate.

### Van de Walker Joins BBDO; Other Late News

Gordon van de Walker, formerly with Benton & Bowles, has joined Batten, Barton, Durstine & Osborn here as print media coordinator. Francis A. Wurster of BBDO has been shifted from buying newspaper space to television time buyer under Frank Silvernail.

Yankee Metal Products Corp., Norwalk, Conn., manufacturer of automobile accessories, has switched from Picard Advertising to Reiss Advertising, New York, for advertising in consumer magazines and business papers.

Davison Chemical Corp., Baltimore, has named St. Georges & Keyes, Baltimore, to handle all Davison advertising, sales promotion, and public relations, effective July 1. Benjamin Eshleman Co. has been directing institutional advertising, and Emery Advertising Corp. has been handling business paper promotion.

Brown-Forman Distillers Corp. is running a series of 4", eight-column ads across the bottom of the picture page of the *Seattle Times*. The same ads, alternately promoting Early Times and Old Forester whiskies, is also appearing in the *Seattle Post-Intelligencer* (see picture on page 1).

El Porvenir, Monterrey, Mexico, daily newspaper, will launch distribution of *Hablemos*, weekly woman's magazine for Latin American papers, in August.

American Locomotive Co. has arranged with General Electric Co. to sell locomotives through GE sales outlets, which will increase Alco's outlets from seven to more than 300.

New York University's School of Commerce, Accounts & Finance will hold a golden jubilee advertising convention May 11-12, with a series of panels on the future of advertising, with D. B. Lucas, NYU professor; Edward L. Bernays; Eldridge Peterson of *Printers' Ink*; Bruce Robinson of *Broadcasting*, and John Crichton, ADVERTISING AGE, as moderators.

Sara M. Kelly has purchased the interest of her partner, John E. Fontaine, in Nelson Chesman Co., Chattanooga, Tenn., and is now sole owner of the agency, one of the oldest and at one time one of the best known in the country.

Free Sewing Machine Co., Rockford, Ill., one of the nation's major sewing machine manufacturers, on Friday named Foote, Cone & Belding, Los Angeles, to handle its account. The account formerly was handled by Howard H. Monk & Associates, Rockford. The company is moving its headquarters to Los Angeles this fall.

### Pillsbury Names 4 V. P.'s

Pillsbury Mills, Minneapolis, has named the following as corporate vice-presidents: Paul S. Gerot, president of the grocery products

## N. Y. TV Stations Try Hard to Lure Daytime Viewers

NEW YORK—TV stations here are out to get the daytime viewer.

Heralding the event as "Operation Petticoat" in full-page newspaper ads, WNBT (NBC) started Monday through Friday morning programming last Tuesday (May 2). Featured in the lineup, which goes on the air at 9:30 a. m., EDT, is Kathi Norris, a former DuMont attraction.

Miss Norris took one of her sponsors, Saks 34th Street, backer of the first half of the program, to NBC. The last 30 minutes are sold on a participating basis. Four advertisers had been lined up at week's end.

Starting today (May 8), Gimble's will sponsor the first 30 minutes of "Just For You," starring Ann Fringle and Carl Caruso.

WABD (DuMont), pioneer daytime telecaster in New York, advanced its sign-on hour from 10:45 to 9:30 a. m. coincident with the advent of "Operation Petticoat." When WABD began daylight telecasting in November, 1948, the schedule started at 7:30 a. m. After a few months, however, the station gradually began moving up its sign-on hour.

Although the afternoons at WABD are now somewhat preempted by baseball, the station feeds some programs to the network for an hour or so at noon-time.

Previously off the air until late afternoon, except on days when there was a Giants' baseball game to telecast, WPIX inaugurated an afternoon schedule last week built around a three-hour show with Ted Steele and an assortment of guests. The independent station now starts its programs at 1:15 p. m. Mr. Steele has six participating sponsors.

WJZ-TV (ABC) advanced its weekday sign-on hour to 12:30 p. m. a few weeks ago, with the addition of Zeke Manners and "Mr. Magic" to the lineup. Afternoon programs are sold on a participating basis. WJZ-TV starts weekday network feeds at around 7 p. m.

WCBS-TV's weekday daytime programs begin at 3:30 p. m.; the network schedule starts at 4 p. m.

## NNPA Schedules Variety of Topics for Milwaukee Meet

MILWAUKEE—Advertising, circulation, research and public events will vie for the spotlight in a series of round table and panel discussions at the National Newspaper Promotion Association convention here May 14-17.

Heading the advertising program will be a round table on classified sales builders. Other advertising topics will deal with new advertising horizons, copy and layout for local accounts, and newspaper promotion opportunities.

A circulation panel discussing "How to Get 100,000 Circulation Increase" will be led by representatives of three papers which have shown a total Sunday increase in excess of 100,000 in the past 18 months: The *Cleveland Plain Dealer* (up 50,395), the *Cincinnati Inquirer* (up 26,612) and the *Minneapolis Star & Tribune* (up 25,281).

Several research talks are scheduled, including an address by Dr. Roy V. Peel, census director, on "Translating the Census to Your Market." The pros and cons of public events will be explored by a panel which will discuss science fairs, sports promotions, school promotions and world affairs programs. Because of their widespread revival, newspaper contests also will be discussed.

## National Nielsen Television Index

Weeks of March 1-7 and 15-21, 1950

All figures copyright by A. C. Nielsen Co.

Audience Delivered		Program Popularity	
Rank	Program	Rank	Program
	Homes (000)		Homes (%)
1	Texaco Star Theater (NBC)	1	Texaco Star Theater (NBC)
2	Godfrey & Friends (CBS, Chesterfields)	2	Godfrey & Friends (CBS, Lipton)
3	Toast of the Town (CBS, Lincoln-Mercury)	3	Godfrey & Friends (CBS, Chesterfields)
4	Big Story (NBC, Pail Walls)	4	Toast of the Town (CBS, Lincoln-Mercury)
5	Philo TV Playhouse (NBC)	5	Stop the Music (ABC, Admiral)
6	Godfrey's Talent Scouts (CBS, Lipton)	6	Gillette Cavalcade (NBC)
7	Lone Ranger (ABC, General Mills)	7	Stop the Music (ABC, Old Gold)
8	Stop the Music (ABC, Admiral)	8	Lone Ranger (ABC, General Mills)
9	The Goldbergs (CBS, General Foods)	9	The Goldbergs (CBS, General Foods)
10	Stop the Music (ABC, Old Gold)	10	Big Story (NBC, Pail Walls)

NATIONAL NIELSEN TV RATINGS—First national video rating made by A. C. Nielsen Co., using both Audimeters and coincidental phone calls, is divided in two parts. The left-hand column shows number of homes reached by the program in the entire U. S. (average audience). The right-hand column shows the per cent of TV homes reached by the show in cities where the program was telecast.

## Sarnoff Says Video Output Accounts for Most RCA Business

NEW YORK—David Sarnoff, chairman of the board of Radio Corp. of America, expects color television to be available in the "not too distant" future.

At a stockholders' meeting here, Mr. Sarnoff predicted that the Federal Communications Commission will end its hearings on color soon, thus clearing the way for the advent of color television within a year or two after standards are agreed upon.

The RCA executive said TV accounted for approximately 50% of the company's total income in 1949 and nearly 60% during the first quarter of this year. RCA reported a net profit of \$11,236,231 for the first quarter of 1950—or nearly double the figure of \$5,932,083 for the corresponding period in 1949.

Gross income for the first three months of 1950 was \$127,369,550, compared with \$92,327,827 for the same three months last year.

Mr. Sarnoff said the 1950 RCA Victor line of radio, TV sets and phonographs is going well, with surveys showing that a majority of prospective customers in retail stores ask for RCA TV sets. As a result, he continued, there is a shortage of RCA merchandise despite "all the efforts we are making to supply the demand."

## CONTESTS

25 years' experience developing, planning and operating successful contests.

JAMES L. DECKER  
806 So. Hill St. Los Angeles 14, Calif.

He estimated that 5,000,000 television receivers will be sold this year.

Mr. Sarnoff told stockholders that network telecasting still is not a profitable venture, although the margin of loss is steadily being reduced. He said RCA's subsidiary, National Broadcasting Co., had a drop in net income in 1949, notwithstanding a \$1,000,000 increase in gross revenue. NBC is still "substantially in the black," he emphasized.

### Sanger-Funnell Names Carland Account Executive

Sanger-Funnell, New York, has appointed Richard B. Carland as an account executive. Mr. Carland was formerly advertising and sales promotion manager of the wire division of United States Rubber Co. President of Industrial Marketers of New Jersey, Mr. Carland is a director of the National Industrial Advertisers Association.



Richard Carland

### Borg-Warner Elects Ingersoll President

Roy C. Ingersoll, vice-president of Borg-Warner Corp., Chicago, has been elected president. C. S. Davis, who has been president for the past 21 years, has been named to the newly created position of chairman of the board.

G. A. Shallberg, executive vice-president, has been appointed chairman of the executive committee. Mr. Ingersoll also will take over duties formerly assigned to the office of executive vice-president. A. P. Emmert, president of the corporation's Warner Gear division, a position he will continue to hold, has been named vice-president of Borg-Warner.

## 1950 Summer Replacements on Four Major Radio Networks

### AMERICAN BROADCASTING CO.

SPONSOR	SHOW	REPLACEMENT	DATE	AGENCY
Goodyear Tire & Rubber Co.	Greatest Story Ever Told	Hiatus	May 21	Kudner Agency
Frank H. Lee Co.	Robert Montgomery	Hiatus	June 15	Grey Advertising Agency
William R. Warner & Co.	Walter Winchell	Several Guests		Kenyon & Eckhardt

### COLUMBIA BROADCASTING SYSTEM

American Tobacco Co.	Jack Benny	Guy Lombardo	June 4	Batten, Barton, Durstine & Osborn
Coca-Cola Co.	Charlie McCarthy	Percy Faith	June 4	D'Arcy Advertising Co.
Colgate - Palmolive - Peet Co.	Our Miss Brooks	Steve Allen	early June	Ted Bates & Co.
DeSoto - Plymouth Dealers	Groucho Marx	It Pays To Be Ignorant.	early June	Batten, Barton, Durstine & Osborn
Colgate - Palmolive - Peet Co.	Mr. and Mrs. North	Satin's Awaitin'	June 6	Sherman & Marquette
William Wrigley Jr. Co.	Life With Luigi	To be Selected		Arthur Meyerhoff & Co.
Liggett & Myers Tobacco Co.	Bing Crosby	Robert Q. Lewis	May 31	Cunningham & Walsh
R. J. Reynolds Tobacco Co.	Vaughn Monroe	Hiatus Expected		William Esty & Co.
General Foods Corp. Lever Bros.	My Favorite Husband Amos 'n' Andy	Hiatus Call the Police Hiatus Hiatus	May 28 Aug. 6	Young & Rubicam Ruthrauff & Ryan
Procter & Gamble Co. Electric Companies Advertising Program	Red Skelton Corliss Archer	Hiatus Hiatus	July 2	Benton & Bowles N. W. Ayer & Son
Thomas J. Lipton Inc.	Arthur Godfrey's Talent Scouts	Hiatus		Young & Rubicam
Lever Bros.	Lux Theater	Hiatus		J. Walter Thompson Co.
Lever Bros.	My Friend Irma	Hiatus		Foote, Cone & Belding
Electric Auto-Lite Co. Hall Bros. Co.	Suspense Hallmark Playhouse	Hiatus Hiatus		Cecil & Presbrey Foote, Cone & Belding
General Foods Corp. General Foods Corp. Liggett & Myers Tobacco Co.	The Goldbergs Gangbusters Godfrey Digest	Hiatus Hiatus Hiatus	Aug. 5	Young & Rubicam Cunningham & Walsh
Procter & Gamble Co.	Lowell Thomas	Hiatus		Compton Advertising
Procter & Gamble Co.	Beulah	Hiatus		Dancer - Fitzgerald-Sample
Procter & Gamble Co.	Jack Smith	Hiatus		Dancer - Fitzgerald-Sample
Campbell Soup Co.	Club 15	Hiatus		Ward Wheelock Co.
Campbell Soup Co.	Ed Murrow	Hiatus		Dancer - Fitzgerald-Sample

### MUTUAL BROADCASTING SYSTEM

General Foods Corp.	Juvenile Jury	Hiatus	June 29	Benton & Bowles
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### NATIONAL BROADCASTING CO.

U. S. Steel Corp.	Theater Guild	NBC Symphony	June 11	Batten, Barton, Durstine & Osborn
Sterling Drug*	American Album of Music	Hiatus		Dancer - Fitzgerald-Sample
E. I. duPont de Nemours & Co.	Cavalcade of America	Hiatus		Batten, Barton, Durstine & Osborn
Lewis Howe Co.	Baby Snooks	To be Selected		Dancer - Fitzgerald-Sample
Lever Bros.	Bob Hope	Hiatus	June 20	Batten, Barton, Durstine & Osborn
S. C. Johnson & Son	Fibber & Molly	Hiatus	May 30	Needham, Louis & Brorby
Brown & Williamson	People Are Funny	To be Selected		Russel M. Seeds Co.
Kraft Foods Co.	Gildersleeve	Hiatus	June 7	Needham, Louis & Brorby
General Foods Corp. General Foods Corp. Radio Corp. of America	Aldrich Family Father Knows Best Screen Directors Playhouse	Hiatus Hiatus Hiatus	June 29 June 29 July 7	Young & Rubicam Benton & Bowles J. Walter Thompson Co.
R. J. Reynolds Tobacco Co.	Jimmy Durante	Hiatus	July 7	William Esty & Co.
Pabst Sales Co.	Life of Riley	To be Selected		Warwick & Legler
Procter & Gamble	Truth or Consequences	Hiatus	July 1	Compton Advertising
Colgate - Palmolive - Peet Co.	Dennis Day	Hiatus	July 1	Ted Bates & Co.
Colgate - Palmolive - Peet Co.	Judy Canova	Hiatus	July 1	Ted Bates & Co.

Note—Because a great many advertisers haven't yet decided on summer plans, these network lists are incompleting. The chart shows only what summer changes are planned by regular season advertisers. Some of the NBC spots, designated as hiatus, will be taken over by General Mills, which has signed for 65 nighttime summer half hours.

\*There is a strong possibility that Sterling Drug's "American Album" will not be renewed in the fall.

### Appoints George Haysel

George R. Haysel has been appointed assistant advertising manager of Southern California Edison Co., Los Angeles.

### Lazarus Appoints Draznin

Jules Draznin has been appointed assistant to the president and publicity chief of Harry J. Lazarus & Co., Chicago.

### Judd Agency Names McDade

William McDade has been appointed an account executive of Sam Judd Advertising Co., St. Louis.

# ANOTHER First FOR THE OAKLAND TRIBUNE

During 1949, the Tribune was first in the State of California among all evening newspapers with

**3,716,586** LINES OF GENERAL ADVERTISING

(Media Records)

Just one more fact demonstrating the Tribune's thorough coverage of Metropolitan Oakland, third market on the Pacific Coast.

TOTAL NET PAID CIRCULATION

DAILY 151,104 SUNDAY 166,881

*and Growing*

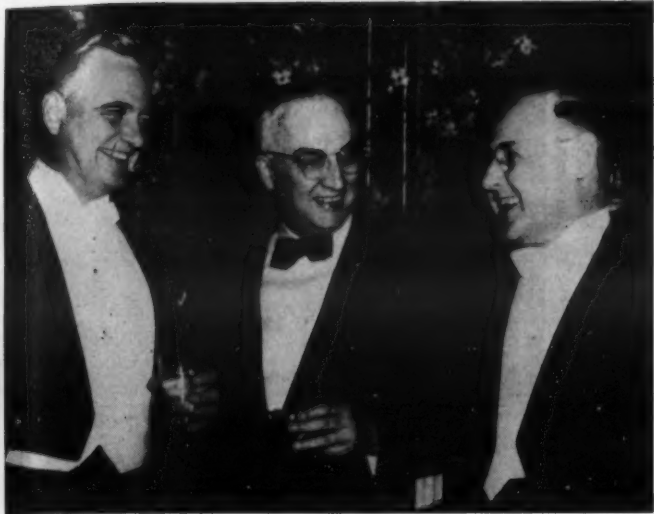
(A.B.C. Publisher's Statement, Sept. 30, 1949)

**Oakland Tribune**

CRESMER & WOODWARD, INC.

National Representatives Including Sunday Magazine Section

## During the Newspaper Publishers' Convention in New York



**NORTH AND SOUTH**—Guests at the Bureau of Advertising reception included C. B. Hanson Jr., publisher, Birmingham News and Age-Herald; George Steele, advertising director, Philadelphia Bulletin, and president of the Newspaper Advertising Executives Association; and Don U. Bridge, advertising director, Gannett Newspapers.



**FOUR VIEWS OF ADVERTISING**—At Hearst Advertising Service party are Edward MacDonald, HAS research director; Marshall Trippe, newly-appointed advertising director of the Baltimore News-Post and American; Robert M. Gray, advertising director, Esso Standard Oil Co., and James H. S. Ellis, president, Kudner Agency.



**HEARST THREESOME**—Also at the Hearst party were Walter Young, associate publisher of the New York Journal-American; Herb Beyea, general manager of HAS; and Worth Courtney, publisher of the Chicago Herald-American.



**PLAIN DEALERS**—A Cleveland Plain Dealer trio at Cresmer & Woodward's gathering: Sterling Graham, general manager; I. F. Freiberger, president, Forest City Publishing Co.; and Paul Bellamy, editor.



**MILWAUKEE IN N. Y.**—The subject of conversation is Milwaukee. Scene: Moloney, Regan & Schmitt party. Among those present: W. M. Thomson, assistant publisher, Milwaukee Sentinel; Frank L. Taylor, publisher of the Sentinel; B. B. Haas, Schenley Distillers; and Herbert W. Moloney, president of MR&S.

### Video Needs More Low-Budget News Telecasts: Utley

CHICAGO—Television needs more interesting, fast paced, high quality local news telecasts priced so that local sponsors can afford to pay the bill, according to Clifton Utley, NBC radio and TV newscaster.

Speaking at a meeting of the Chicago Television Council last week, Mr. Utley said that while video newscasts may never exploit the TV medium to the fullest, news will become an increasingly important part of local video programming.

He said that the ratings of TV news programs are not necessarily the best criteria for judging their effectiveness, and that a 15-minute, five-a-week program with a steady following will do a satisfactory sales job for the sponsor.

Mr. Utley said that video newscasts may use some film material, but that the essence of a news telecast is immediacy. Therefore, he argued, spot news, interpretive commentary and low-budget gimmicks (headlines on cards, still photos, animated charts and maps) are the most desirable qualities in a news show.

### King to 'American Family'

Perry B. King, formerly assistant to the publisher of *Nowadays*, has been appointed head of the newly created research and reader service department of *American Family Magazine*, Chicago.

QUALITY...SPEED...ECONOMY



# 'round the clock service!

on

# PLASTIC PLATES

**ORDER YOUR PLASTIC PLATES AT 5 P.M...  
HAVE THEM DELIVERED TO  
YOUR DESK BY 9 A.M.  
THE FOLLOWING  
MORNING**

WABASH 2-1204



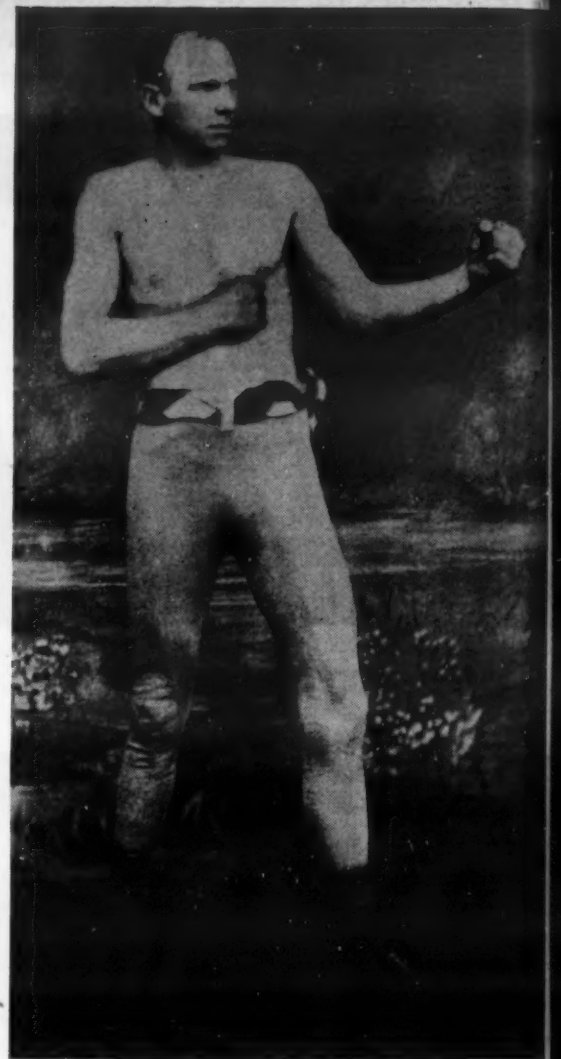
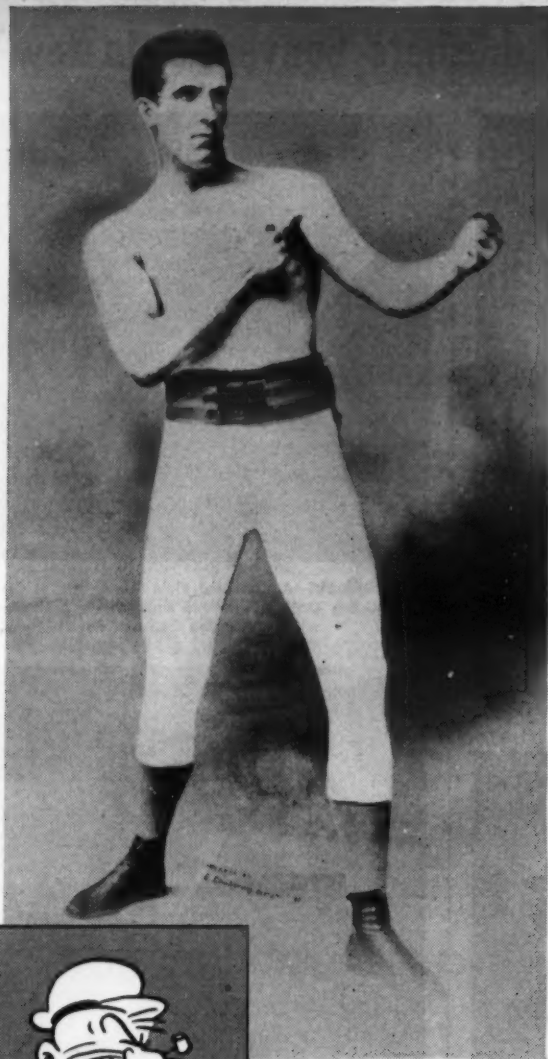
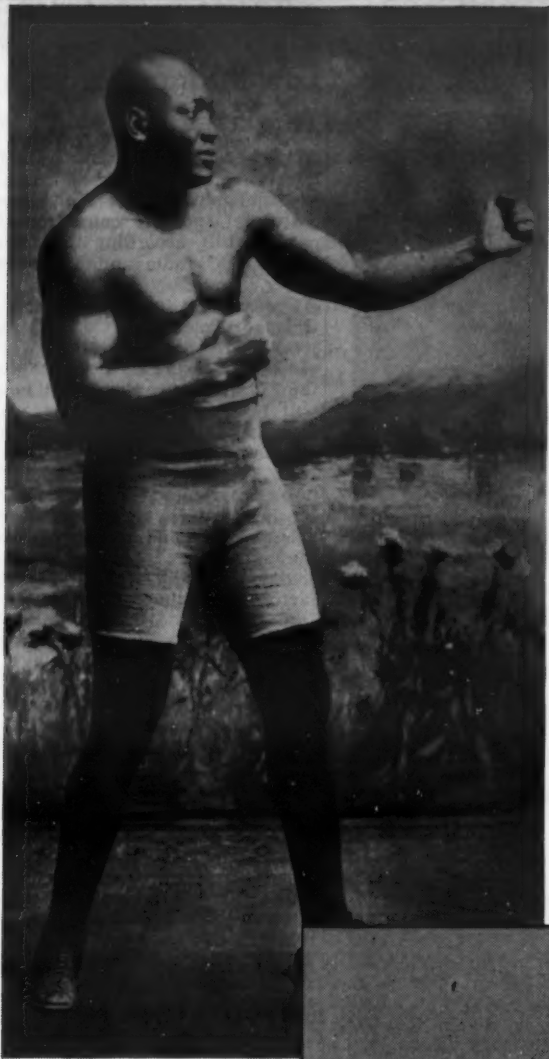
*Progressive*  
**MATRIX COMPANY**  
517 SOUTH JEFFERSON STREET, CHICAGO 7, ILLINOIS

**G. R. GRUBB & CO.**  
CHAMPAIGN, ILLINOIS  
TELEPHONE 5209

**COMBINED TO GIVE YOU  
BETTER SERVICE AND FINER  
ENGRAVINGS—At the Right Prices**  
WRITE OR CALL THE NEAREST PLANT

ARTISTS  
**ENGRAVERS**  
PHOTOGRAPHERS

**PEORIA ENGRAVING CO.**  
PEORIA, ILLINOIS  
TELEPHONE 4-7197



## Who are these fighters?

These men have boxed before millions!

They've been featured in newspapers, magazines, books, and movies. Yet most people will be hard put to identify Jack Johnson, Jim Corbett, or Bob Fitzsimmons—who have been idolized by millions.

But nearly everyone knows the sometime pugilist who is the fourth man in the ring.

*Yet world-famous Popeye does his fighting in the comics!*

Is there any more graphic way of demonstrating the tremendous editorial impact of PUCK, the *only* national comic weekly? Doesn't it show how PUCK's all-star cast of characters has woven itself into America's life... Jiggs, who "sold" corned beef and cabbage; Popeye, who made spinach a top favorite; Dagwood, who helped the U. S. Atomic Energy Commission explain nuclear energy?

Do you wonder that such hard-headed firms as General Mills Inc., W. A. Sheaffer Pen Co., Lever Bros. Inc., and many others spend millions of advertising dollars in PUCK, The Comic Weekly?

Educators speak of comics as "a social force" that constantly helps shape our manners, morals, and thinking. But shrewd business men speak of the comics as a tremendous "sales force"!

PUCK, The Comic Weekly, distributed with 15 great Sunday newspapers from coast to coast (with its two advertising affiliates), reaches more than 18,000,000 adults (and their youngsters) in 7400 communities where 83% of all retail sales are made.

Year after year readership reports show PUCK delivering 3 to 5 times more thorough readers of advertising per dollar than top weekly magazines. If you want to know why advertising in PUCK is so effective in selling goods, ask us about "Getting More Out of the Dollar!"



## THE COMIC WEEKLY

The Only NATIONAL Comic Weekly—A Hearst Publication

63 Vesey St., N. Y., Hearst Bldg., Chicago, 406 Hearst Bldg., San Francisco